OR THE COIN-OP ENTERTAINMENT INDUSTRY

VOLUME 15, NO. 8

PLAY·METER

August 1989

SMS: Still Made In America

FALL BUYER'S GUIDE

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NEWS BULLETIN

■ Taito vs. Red Baron has taken a new twist in the continuing controversy surrounding the case. Red Baron had emerged the victor when the First District Court sided against Taito and ruled that Red Baron had not infringed on Taito's copyright holdings by buying and installing parallel boards. Taito appealed that decision, and it has emerged the winner in this latest round in the Fourth District Court of Appeals. In a 14-page unanimous decision issued July 18, the judges ruled that it is perfectly within the law to import and sell the boards. However, the clincher is that it is not legal to use the boards for public performance. While it is highly unlikely that immediate efforts will be made to collar individual operators for using the parallel boards, until Red Baron wins in the Supreme Court, it will be illegal to operate the controversial, parallel boards.

■ On July 3, the Florida Department of Business Regulation/Dept. of Alcoholic Beverages issued its long-awaited final guidelines for the legal operation of cranes in *licensed facilities*, i.e., businesses in which alcoholic beverages are sold. In our July "News Bulletin," we listed the 14 preliminary situations that would constitute a violation of Florida gambling laws. These have been adopted in the final guidelines, with one change: the crane will be illegal if the prizes within it are worth more than $6 wholesale or 15 times the cost of a single play, not to exceed $15. Therefore, any cranes that do not have these negative features would not be confiscated by the department, nor would the licensee be considered in violation of Florida gambling laws. Also, penny-fall/coin pusher/bulldozer machines have been termed "strictly games of chance" and are illegal; they will be seized if found in a *licensed* location. Those housed in unlicensed locations will "most likely be determined on a case-by-case basis by the various States Attorney offices in Florida," according to FAVA attorney Marie Mattox.

■ The Louisiana Amusement and Music Operators Association (LAMOA) prevailed in the state legislature on June 27, succeeding in its fight to lower occupational license fees. The bill, which easily passed through both houses of the legislature before being signed by Gov. Buddy Roemer, set a $20 fee on jukeboxes, pool tables, foosball and the like. A fee "not to exceed $50" was placed on videos and pins. "We finally got a positive attitude from legislators that we're businessmen who need their help to stay in business," said Christ Kanellakis, LAMOA president. "The previous fees were way to high; they presented a burden to operators in Louisiana. This is certainly a victory for the association and operators throughout the state."

■ Operators in New York City are hoping to dodge a potential bullet from the city council, i.e., an increase in the Coin Operators Amusement Device (COAD) tax from the present $25 per machine to a staggering $175. Before the June 30th closing of the regular session in Albany, the state legislature passed an enabling act that gives the council permission to raise the tax. AMOA-NY president Bobby Herman and other association members met in mid-July with the council's finance committee. "We're trying to show them that the proposed tax increase is very unfair," he said. "There have been communication problems in the past, but that's improved as of late. We made our arguments to them. They realize that we in this industry are not such bad guys. I think they're aware that a $175 tax on machines would cause a lot of marginal locations to be lost. I'm confident we'll be able to work out an arrangement that's more realistic and more fair." Herman, who had previously served as AMOA-NY vice president, became president after the untimely death of Nat Ury on April 30. The new vice president is former treasurer Ralph Ceraldi; his post was filled by Frank Calland. Peter Horowitz and Scott Tartaglia remain sergeant-in-arms and secretary, respectively.

■ Gamco International Inc. has acquired Florida's Showcase Inc., manufacturers of cranes, rotaries, novelties, and redemption equipment. Gamco will retain Ronald Yaffe as director of sales and marketing; Russ Bailey has been appointed director of engineering. The Florida operation will be expanded to include foreign distribution networks. Gamco is presently exporting games to Mexico, Canada, and the Asian market. It's product line includes cranes, toy vendors, *Crown Jewels* rotary merchandisers, *Quicksilver II* coin pushers, and the brand-new *Action Lotto*. The line of redemption games will continue to be expanded. "Quality and product reliability are the key ingredients required for successful export sales," Bailey said. "Our games are fully-engineered and field tested prior to market introduction." Gamco will maintain the sales and manufacturing facilities at 2153 Tenth St., Sarasota, FL 34237; the telephone numbers are (800) 642-7263 or (813) 366-1133.

■ Pizza Properties Inc., the largest franchisee for Peter Piper Pizza, will serve as the national sponsor and coordinator of "National Video Game Week" on Aug. 6-12. Peter Piper Pizza restaurants will be conducting video game tournaments during this span to create excitement for customers. Video games will be awarded as grand prizes, with local radio stations helping to promote the details of the tournaments. "Not only does National Video Game Week give recognition to manufacturers, vendors, and retailers in the video game industry, but also to the individuals who enjoy playing the video games," said Joe Pedersen, executive vice president of Pizza Properties Inc. "Video games are a vital part of our business. Each Peter Piper Pizza will have from 17 to 60 video games, depending on the restaurant's square footage." For more information, contact Deanna Heins at Peter Piper Pizza, (915) 544-8565.

■ Rowe International has been purchased by Page Mill Holdings, a company established 15 years ago by Michael A. Gibbs, president. Its largest current holding is Aqua-Fab Industries. Page Mill will be the owner of both Rowe and Aqua-Fab, with individual management ownership and autonomous management of each separate company. Gibbs and Bruce K. Cowles will be officers of the board as well as partners of Page Mill Holdings, and will work together to build each company. The move looks to be very positive for Rowe's manufacturing and distributing divisions.

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Early this morning, Trans Global Flight #520 was hijacked by a hostile rebel group. This group, calling themselves the Radical Freedom Fighters, is demanding that all their political prisoners be released from prison. They have threatened to kill one hostage per hour until their demands are met!

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PLAY·METER

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FEATURES

Arcades: what's the picture for '89 and beyond? 34

Four very different arcade operations are profiled, each giving viewpoints from where they stand in North Carolina, Maine, California, Louisiana, and Georgia. Comments are candid and thought-provoking and no two are alike. Find out how each one feels about today's player base, available product, promotions, and the public's perception of arcades.

The phenomenon of the Jersey Shore 52

There's an old saying that "seeing is believing." If you haven't been fortunate to see the Jersey Shore for yourself, you can enjoy its pleasures and meet its warm people in the pages of this article. Travel from the north to the southernmost point of a state dotted with bustling oceanfront communities where redemption reigns king.

Fall Buyer's Guide 94

For the latest in all that "other" equipment, such as cranes, coin pushers, novelties, table games, sports games, and specialty items, check out our 47-page Buyer's Guide that's chock-full of details and photos sure to whet your appetite for new games to jazz up your locations.

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COVER: The men of SMS Manufacturing and Coastal Amusement Distributors gather 'round the successful *PokerRoll*, a game that combines the features of a roll-down with those of a video poker for a fresh approach to redemption equipment. Clockwise from the top are: Walter Lee, Sal Mirando, Bob Keelyn, Lenny Dean, Bob Harzer, and Jim Pietrangelo.

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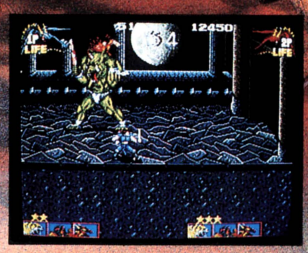

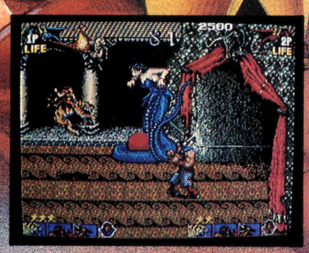

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EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of weeks on the Top 10 is important, as is the total number of weeks on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Hard Drivin'	Atari	9.12	4	4	194
2. Super Off Road	Leland	8.67	4	4	195
3. Earthshaker	Williams	8.39	4	4	195
4. Arch Rivals	Bally	8.33	1	1	47
5. Pool Table	Valley	8.20	1	1	46
6. Cyclone	Williams	8.04	4	4	164
7. Golden Axe	Sega	7.95	1	1	44
8. Playboy	Data East	7.86	1	1	43
9. Bottom of the 9th	Konami	7.81	4	3	141
10. Crime Fighters	Konami	7.80	1	1	41
11. Black Knight 2000	Williams	7.69	1	1	40
12. Jokerz!	Williams	7.62	4	4	167
13. Taxi	Williams	7.59	4	4	165
14. Oper. Thunderbolt	Taito	7.43	4	4	175
15. OutRun	Sega	7.42	4	2	143
16. Final Lap	Atari	7.38	4	4	156
17. Chase H.Q.	Taito	7.37	4	3	143
18. Operation Wolf	Taito	7.25	3	3	108
19. Pool Table	Dynamo	7.21	1	1	32
20. Superman	Taito	7.20	4	4	125
21. NARC	Williams	7.11	2	2	66
22. High Speed	Williams	7.08	4	4	124
23. Double Dragon	Taito	7.05	3	2	99
24. AfterBurner	Sega	7.00	3	1	47
25. Pinbot	Williams	7.00	4	4	110
26. Wrestle War	Sega	7.00	3	2	78
27. Ninja Gaiden	Tecmo	6.81	4	4	125
28. Turbo OutRun	Sega	6.79	4	3	165
29. Final Round	Konami	6.78	1	1	22
30. Cyberball	Atari	6.72	4	2	117
31. Shinobi	Sega	6.69	4	4	90
32. Cabal	Fabtek	6.68	4	4	120
33. RoadBlasters	Atari	6.66	3	3	61
34. Team Quarterback	Leland	6.65	4	2	131
35. Time Machine	Data East	6.65	4	4	115
36. Super Hang On	Sega	6.54	3	0	50
37. Banzai Run	Williams	6.50	1	1	14
38. Atlantis	Bally	6.50	1	1	13
39. 720 Degrees	Atari	6.43	3	0	43
40. Capcom Bowling	Capcom	6.39	4	3	64
41. Super Sprint	Atari	6.39	4	2	86
42. Mechanized Attack	SNK	6.36	2	1	42
43. Robo Cop	Data East	6.32	4	4	89
44. Tetris	Atari	6.30	4	4	82
45. Grudge Match	Yankee Games	6.20	1	1	6
46. WWF Super Stars	Am. Technos	6.17	1	0	5
47. Twin Eagle	Taito	6.14	3	2	10
48. Assault	Atari	6.14	1	0	3
49. Thunder Cross	Konami	6.00	1	1	2
50. Truck Stop	Bally	6.00	2	2	21

EQUIPMENT POLL

VIDEO KITS

Game	MFG.	POINT VALUE	Game	MFG.	POINT VALUE
1. Arch Rivals	Bally	8.33	14. Tetris	Atari	6.30
2. Golden Axe	Sega	7.95	15. Grudge Match	Yankee Games	6.20
3. Bottom of the 9th	Konami	7.81	16. Twin Eagle	Taito	6.14
4. Crime Fighters	Konami	7.80	17. Thunder Cross	Konami	6.00
5. Superman	Taito	7.20	18. Super Mario 2	Nintendo	6.00
6. Wrestle War	Sega	7.00	19. Bad Dudes	Data East	5.94
7. Ninja Gaiden	Tecmo	6.81	20. Cobra Command	Data East	5.94
8. Final Round	Konami	6.78	21. U.S. Classic	Taito	5.92
9. Shinobi	Sega	6.69	22. P.O.W.	SNK	5.75
10. Cabal	Fabtek	6.68	23. Ninja Warriors	Romstar	5.74
11. Roadblasters	Atari	6.66	24. Championship Sprint	Atari	5.68
12. Capcom Bowling	Capcom	6.39	25. Altered Beast	Sega	5.60
13. RoboCop	Data East	6.32			

VIDEO DEDICATED

1. Hard Drivin'	Atari	9.12	6. Chase H.Q.	Taito	7.37
2. Super Off Road	Leland	8.67	7. Operation Wolf	Taito	7.25
3. Operation Thunderbolt	Taito	7.43	8. NARC	Williams	7.11
4. OutRun	Sega	742	9. Double Dragon	Taito	7.05
5. Final Lap	Atari	7.38	10. AfterBurner	Sega	7.00

PINBALLS

1. Earthshaker	Williams	8.39	9. Time Machine	Data East	6.65
2. Cyclone	Williams	8.04	10. Banzai Run	Williams	6.50
3. Playboy	Data East	7.86	11. Atlantis	Bally	6.50
4. Black Knight 2000	Williams	7.69	12. Truck Stop	Bally	6.00
5. Jokerz!	Williams	7.62	13. Swords of Fury	Williams	5.83
6. Taxi	Williams	7.59	14. Bad Girls	Premier	5.78
7. High Speed	Williams	7.08	15. Hot Shots	Premier	5.78
8. Pinbot	Williams	7.00			

TOP 10 OTHER MACHINES

1. Pool Table	Valley	8.20
2. Pool Table	Dynamo	7.21
3. Pool Table	UBI	4.17

FROM THE EDITOR

Don't do this to me again!

The minute I walked through the door to the arcade, I had the feeling I would be writing about what I saw and thought. It was just a simple game room attached to a popular movie theatre that charged a buck to see a movie. It obviously was a favorite with the younger crowd since it was cheap and showed movies geared towards a younger group. Perfect spot for a game room.

I had about 20 minutes to kill before the movie started, so my friend and I decided to play a few games. First observation: no changer. The counter was around the corner—and crowded. "How bad do you really want to play?" my friend asked. "I'll run and get change; it shouldn't take long," I optimistically replied.

Needless to say, it did take awhile, but I came back with my quarters ready to play an exciting, new game. Um, let's see. The most exciting *new* game seems to be *Pole Position*. "I think I've seen this before," noted my friend, who really isn't much into video games at all. "I guess you did," I muttered, not explaining that the game is nearly seven years old.

We did play *Pac-Man*. Yes, that was another exciting, new game we were offered. The joystick was very sloppy and we were very frustrated playing. (The gum on the control panel and film on the screen did little to add to our delight.) But wait! Look, there's a few pinballs and they are always fun. Except these weren't. Of four (very old) pinballs, not one had all of the flippers working. After plunking in two quarters for a competitive game, we were soon walking away half way through, realizing there was no hope of having any fun playing a game of pinball when the flippers weren't working.

All the while we were *playing*, at least a dozen kids walked in and quickly walked out, complaining that there weren't any new games. One young couple decided to stick it out and actually play a game. However, their dedication was snuffed out when they realized they would have to wait in the concession line to get change.

I'm upset about this experience. Why? Because I take pride in this industry. I had a friend with me that knew I was in the business and she was not impressed at all. In fact, she was wondering if all the game rooms were that bad. No, Pat, they're not all this bad, I tried to explain.

The operator who took time and effort to secure the location may think he's doing great since the games are all paid for (years ago), so he's making no investment. I wanted to say to him, "You're ticking me off! How can you represent the industry in such a deplorable way? You have no right to be allowed to operate games—anywhere. I certainly don't mean to imply that you should buy all new games for all of your locations, but come on, couldn't you have included just a few new ones intermingled with the older ones? Of four pinballs, couldn't one of them work and have a few new features?"

Hey, even if the answer is no, I can't see any excuse for having filthy, broken games in any location. We have an industry to nurture. For every step forward, it seems we're doomed to suffer with a game room like this one to set us back another two.

Valerie Cognevich

Valerie Cognevich
Editor

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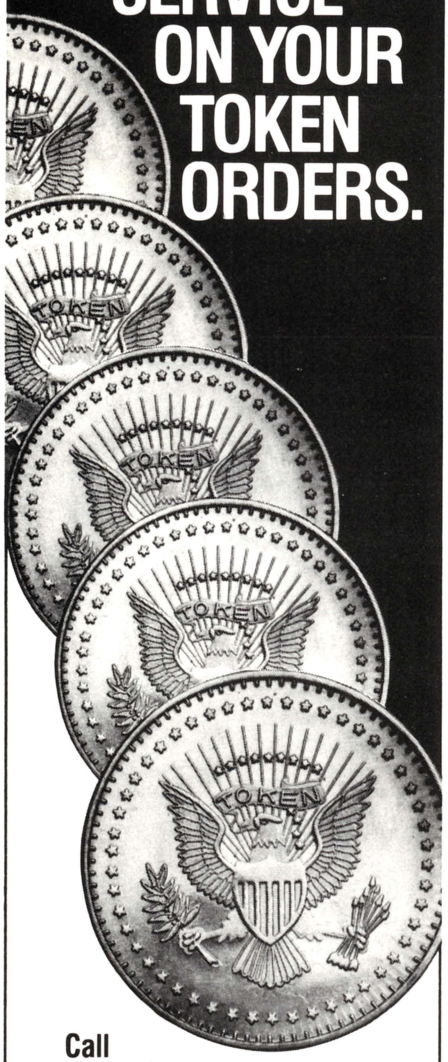

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LETTERS

Gory graphics

We just received one of the new conversion kits. In over 40 years in this business, my employees and myself have never been so disappointed in the graphics of a game. This is the first time I have felt it necessary to write a letter about it. The graphics throughout this game show gross killings with heads popping off and blood spurting all over.

Our industry is geared towards young children. Most of my locations are family restaurants where this type of game is banned. I do not feel our players should be subjected to such explicit, gory violence. These types of graphics really give our industry a BAD IMAGE. I am disappointed that the video game manufacturers cannot come up with more innovative ideas other than fighting and killing.

If the manufacturers feel that such gory graphics are necessary, there should be a dip switch option to turn off the gory scenes.

Thank you for your attention in this matter. It's time we started working together to improve the image of this industry. It looks like you're on the right track with "Winners Don't Do Drugs."

Frank Rizzo, President
Area Amusements
San Marcos, CA

Touching words ring true

Although we have never met, Valerie, I feel that I know a great deal about you by just reading your editorial on the sad loss of your daughter. I lost a very dear brother many years ago and have not gotten over the loss yet.

Your words rang so true and so well-reasoned that I had to tell you how much they meant to me and, I'm sure, to all who read them.

Also, I must tell you what a great job your Chris Caire did on our father and son business in his June article ("Passing the torch . . ."). Chris sent us a few issues of the magazine. We were impressed and have sent in our subscription form.

Again, Valerie, thanks for your excellent essay on your wonderful daughter.

God bless her and you.

George Pizante
Solano Vending Co.
Fairfield, Calif.

Disappointed

I was deeply disappointed to open my June issue of Play Meter to find that the photographs taken at the FAVA show in Orlando, Fla., did not include one of my staff or product.

My competition's products (coin pushers) were displayed even though their sales of these products are far below ours. In fact, we are the industry leader in manufacturing and sales of single coin pushers. The *Quarterflash* has set an industry standard for durability and player appeal.

We are a young company and need the good graces of both the industry and reputable press sources to help us reach full potential. We have grown very rapidly and do have an interesting story to tell. Please give us an opportunity to do so.

John Neely, President
Perceptive Resources, Inc.
Sarasota, Fla.

[Editor's Note: We do our best to cover all industry events and wish we could reserve enough space in the magazine for a picture of every booth at every show, but that is not possible.

We are aware of your company and included Quarterflash *in the new products section of our November 1988 issue (pg. 128). Your game received a full column of free space equal to all the other companies (14) listed that month. In addition, your machine is included in our Buyer's Guide section this month.*

We are sure to be seeing you at upcoming industry events and will stop by your booth to speak with you and your staff members.]

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Two cranes equal one bad impression

At first glance, the two cranes that were central attractions at an eastern New Orleans bowling alley seemed harmless enough. Both were antique in style with highly-polished wooden cabinets. (These were *Holly* cranes, I later found out). Closer inspection gave me cause for alarm as I noticed that, more often than not, a lightweight prize was attached to a heavier prize with the use of a rubber band. Examples: a plastic dinosaur entwined with a glass model of an old car, a plush animal attached to a cheap bottle of bubbles. In fact, those cheap bottles of bubbles appeared everywhere in both cranes, an inexpensive method of weighing down the other, more costly prizes.

This struck me as definitely unfair, a form of deceptive advertising. The promise of two prizes was held out to players, most of them youngsters using up a great deal of their allowances while trying to retrieve two prizes.

I had come to pick up my 11-year-old son who was attending a bowling party at the site. The game room, at the entrance to the establishment, was a well-traveled spot. Three pinballs, a mass of martial arts videos, and a few driving games lined the walls. All eyes came to rest on the center of the room where the two cranes were in operation. One was an upright and the other a low-boy style with glass top and sides.

As kids are likely to do, several climbed on top of the machine to get a better view as friends tried their hands at catching two prizes. Only one child accomplished it while I was there. He may have already pumped lots of quarters into it before I started observing the games and the players. I even advised some of the children not to play the games because success was extremely unlikely. I'm sure the manager of the location would have loved me if he had been within earshot.

I have a particularly soft spot for cranes because that is the first category of equipment I was assigned to cover when I first started with the magazine four years ago. I have watched the rise and drop in crane popularity, seen many companies come and go. I have also watched the meteoric rise in the number of companies offering prizes for cranes and other redemption equipment. I'm sure that most of the merchandise suppliers would be appalled to see their good quality plush tied to a bottle of bubbles. There are enough reasonably-priced prizes available that an operator need not "weigh" his machine against his customers.

With proper percentaging an operator can make a decent amount from his cranes. Their operation does require time and attention paid to details like careful and creative merchandise selection and offering a fair chance to the players. With prizes tied together, there's no worry about "dressing" a crane for appeal. Just dump in the merchandise, and in this case hope the thud is not too loud when those heavy items hit the bottom.

This type of crane operation ruins the market for the rest of those hard-working stiffs who really take pride in their cranes. When one crane is viewed as a rip-off by players or parents, it's a hard first impression to change. If I were not in the business, I would have a negative feeling about cranes after seeing the ones at this bowling alley.

I know that most cranes are not operated in this manner. I also know that to those with limited exposure to our industry, this crane operation speaks more forcefully than all the good we try to convey. We don't need any black eyes in this business. What hope have we to gain more positive crane legislation, and possibly video card game legislation, with some greedy operations thwarting our efforts? Tell me I'm right.

Bonnie Theard

Bonnie Theard
Managing Editor

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SMS — the big, little company with a solid business plan

There have been a number of success stories in this business that started as garage operations. Companies with good ideas, dedicated personnel, and a small budget. Companies that grew, adapted to the changing marketplace, and exceeded their own game plan. SMS Manufacturing of Lakewood, N.J., is one such company.

Now celebrating the beginning of its eighth year in business, SMS still has the original cast of five players it had at its humble start in the garage of a bath house in Point Pleasant Beach on Sept. 1, 1982. Today's staff numbers around 70 for the business office and manufacturing facility. The company has moved several times to meet its needs and now occupies 20,000 square feet of space. Negotiations are presently underway to add 15,000 square feet just for the factory. Another 5,000 square feet for office space would help, especially in the engineering department.

SMS started as a sales and marketing company. The first product: the amusement poker game *Double-Up Joker Poker*, known as "Old Reliable." From there SMS built a firm reputation on its video card games, then branched out into redemption equipment. For the last five years, everything has been done in-house, from the initial concepts to the hardware and software designs.

Sal Mirando, president and CEO.

According to Sal Mirando, president and chief executive officer, "The first order of business was to set up a strong distributor network." This network, established in the amusement business, has stood them in good stead in the push to gain a strong footing in states considering legalized gaming. Gaming laws recently passed in Montana and South Dakota have not come about overnight. It has taken a "grass roots" approach that SMS has long advocated.

The company saw an emerging market in legalized gaming and has worked closely with state associations and their lobbyists to help pass favorable legislation. By Sept. 1, South Dakota will have an on-line lottery, one operated in-

SMS officers, (l to r): Bob Harzer, Jim Pietrangelo, and Joan Sierchio.

Coastal Amusement Distributors' Lenny Dean (l) and Bob Keelyn.

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dependently by game operators. "You can't ask for a better situation," said Sal. "We are in favor of lotteries that are operated by the street operator. That way, everyone benefits.

"Several other states are on the verge of legalizing gaming," he added. "Right now our business plan is to compete in every state and be licensed in every state that legalizes gaming.

"We have directed our efforts to the research and design of casino-quality games and redemption equipment. In addition, we will be targeting cruise ships and exporting games. We are going to go after every gaming market in which we are allowed to compete. We are not looking at Atlantic City, N.J., and Nevada, because these are very mature markets. I know exactly how big my company is not, and what it would take to compete head-to-head in mature markets. But I'll give anyone a run for their money in the new markets."

"We have directed our efforts to the research and design of casino-quality games and redemption equipment."

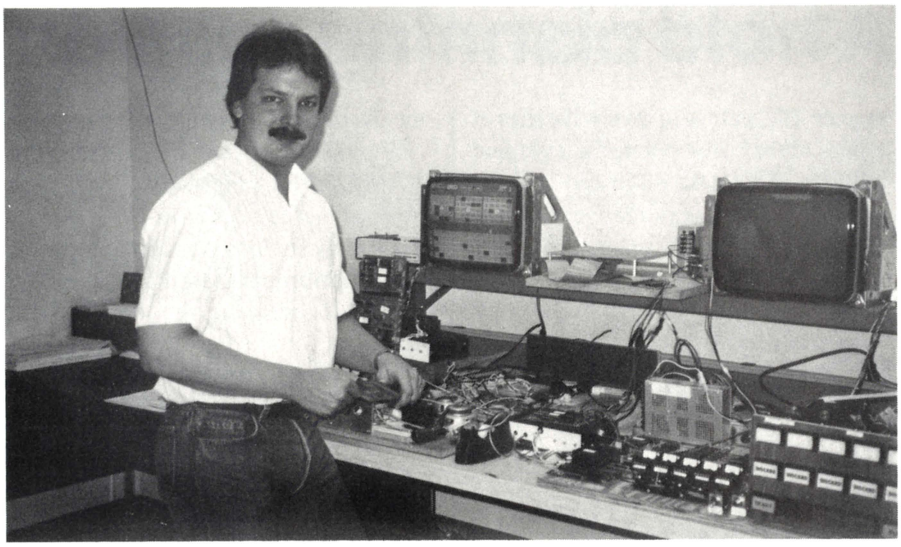
The newest game from SMS, Montana-approved *Draw Poker*, is one Mirando points to with pride. The all-steel cabinet and attractive glass is a versatile piece of equipment. Within minutes, it can be converted to *Black-Jack, Bingo*, or *Keno*. This game is expected to perfectly suit the new markets.

To start the company, Sal formed a partnership with industry veterans Pat and Vinnie Storino. The first letter of their last names forms the SMS logo. Next, he assembled an able cast that included Joan Sierchio, vice president of finance and administration; Jim Pietrangelo, vice president of sales and marketing; and Bob Harzer, national sales manager. Another key person is Walter Lee, chief of engineering. Lee is affectionately called "Papa." "Products

Technicians, (l to r): Mike Smith, Jeff Fischer, Perry Brown (customer service), Jim Hughes, and Steve Zeitler.

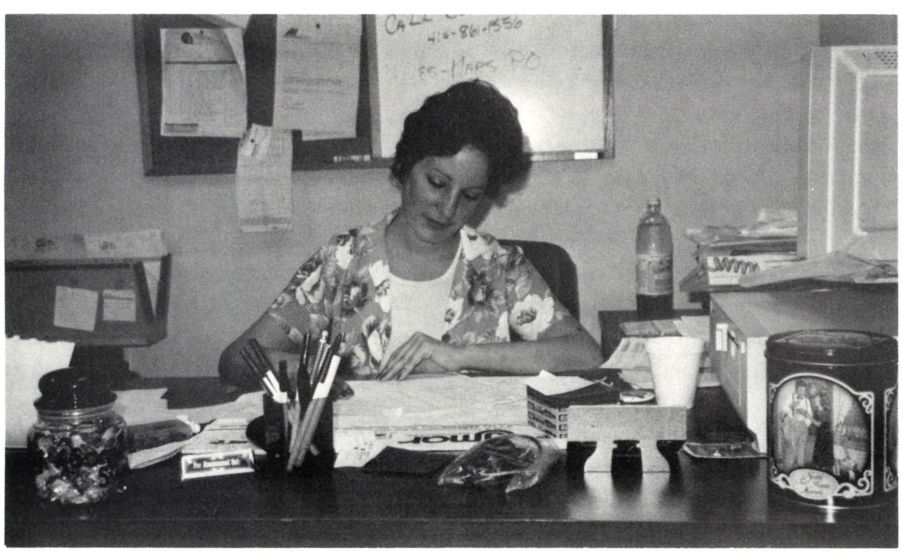
Assembling the SMS *Skill Crane* are Jimmy Barreto (l) and Kerry Sprague. At right is plant manager Vince Rippon.

Office staff, (l to r): Robin Rabe, Amy Meyer, Claudia Rakestraw, and Grace Reilly (seated).



Computer programmer Dan Bennett checks out a new *Bingo* game.

Chief engineer Walter "Papa" Lee (l) and Jay Jennings check out a lineup of *Pop-A-Ball* games.



Peggy Harries of inventory control and purchasing.

are his design," explained Sal. "We think of it. The hardware department draws it. And Walter makes it work!"

Sal is quick to credit his staff for difficult jobs well-done, and stated, "Jim is solely responsible for directing this company's efforts in Montana and South Dakota. He has done a miraculous job and deserves all the credit. He could never have done it without the assistance of Bob, who covered for him in the amusement area."

Sal purposely set out to establish a company that did not depend on one person. A close working relationship and a team effort have brought the company to where it stands today.

Directing attention to redemption equipment, what does SMS offer in that important arena? *PokerRoll*, a new type of roll down that blends video poker with roll down features, heads the list of games. It serves as a model for other roll-downs coming in the future. There's also *Pop-A-Ball*, a three-step novelty/redemption game that's proven to be a sleeper.

A commitment to the redemption market prompted Sal to make a recent acquisition— obtaining a major interest in Coastal Distributors, a company headed by Len Dean. Coastal is an importer and distributor of Harry Levy money pushers, the four-player and six-player models for arcade play.

Sal joked that Len wouldn't come to work for him, so they became partners instead. He respects Len's nearly 20 years in the coin-op entertainment industry. "We've joined forces with Coastal to bring them in-house and achieve the best of both worlds," said Sal. "We work well together and Len consults with us on the design of new redemption equipment."

SMS will debut all new equipment at the upcoming AMOA Expo in Las Vegas in September. For a company that began with two booth spaces at its first industry trade show, SMS has grown to fill an entire island. Fiscal 1988 marked the fourth year in a row that the company set a sales record. If SMS continues the same growth pattern, that will probably become a yearly happening. □

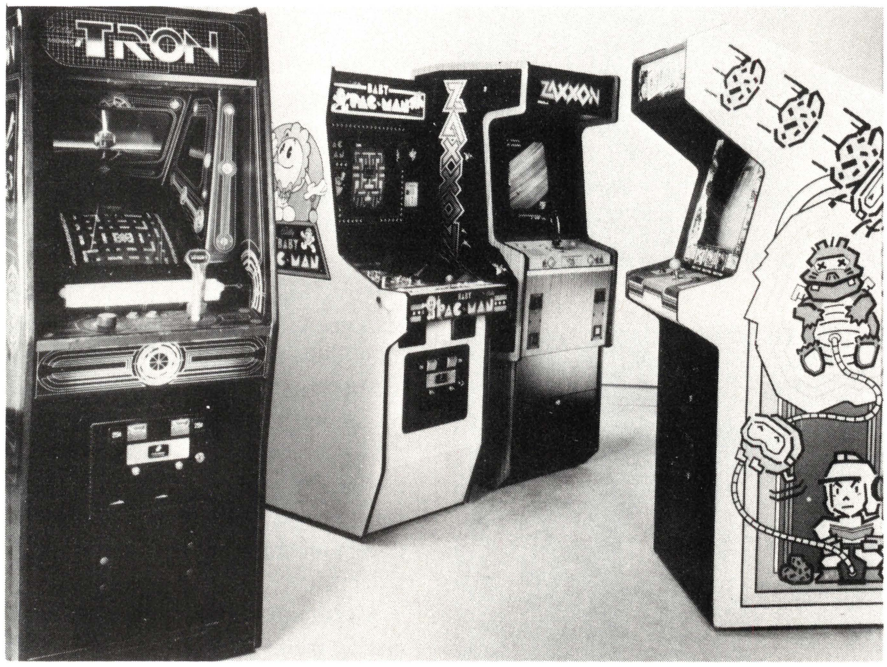
AMOA, AAMA hold planning session

Leaders from the Amusement and Music Operators Association (AMOA) and the American Amusement Machine Association (AAMA) met in Bloomingdale, Ill., in June to review the state of affairs of the coin-operated amusement industry. They also discussed how the associations can work more closely for the overall benefit of the industry.

Subjects discussed included a joint AAMA/AMOA legislative conference in Washington, D.C., in 1990, a joint trade show site selection committee, and a promotion campaign aimed at the player to increase revenue for the operator.

Gil Pollock, the new president of AAMA, said that one of his main goals would be to reunite the two associations. Of the joint planning meeting, he said, "We discussed a variety of issues and have developed programs to address the issues that will make the coin-operated amusement industry stronger." AMOA president Clyde Knupp added, "By working more closely, both associations can solve problems."

Encouraged by the success of the meeting, AAMA and AMOA leaders agreed to hold another meeting on July 30 in Dallas.



A few of the games on display at the "Hot Circuits, A Video Arcade" exhibit.

Hot circuits

The American Museum of the Moving Image opened its new 6,200 square-foot museum on June 14 with the inaugural exhibition "Hot Circuits, A Video Arcade," a display of 47 video games that explores the illustrious 18-year history of video games. The milestones of video game history are all represented, including Nutting's *Computer Space* from 1971 and Nolan Bushnell's *Pong*, the first true video game.

"Hot Circuits, A Video Arcade" marks the first time that a major museum has mounted a retrospective of the video game. Both praised for introducing advanced technology to a wide public and criticized for the corruption of American youth, the video game is here recognized as occupying a unique middle ground between television, the home computer, and the penny arcade.

Rochelle Slovin, the museum's director and organizer of the exhibit, said, "The video game has an important place in a museum about the moving image because of its connection to earlier interactive moving image forms, such as the kinetescope and the mutoscope. It is also significant that video games created a vast new source of revenue for the entertainment industry. Some observers have suggested that, by making us familiar with the computer, the video game contributed to the acceptance of the home personal computer."

The museum is located in Astoria, New York. For information on this exhibit, call (718) 784-4520.

Sing along Japanese-style

Karaoke, the Japanese gift of singing to backing track music, has gone compact disc in London, thanks to Arbiter Leisure. After supplying tapes to around 3,000 pubs throughout the United Kingdom, the company has introduced compact disc to this latest craze. Customers take microphone in hand and sing the words to popular songs as the music track plays the melody for them. The words are displayed on large screens around the pub and change color in time to the music, which enables the customer to easily follow the words.

Arbiter Leisure managing director Joanne Arbiter said that after seeing how popular Karaoke was in Japan, she thought it would be ideal for the English pub market. "People want something new. Karaoke is pure, harmless fun. It breaks down the barriers."

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Korean copier receives fine

A South Korean games counterfeiter has been heavily fined for violating the country's Copyright Act. Pong Hak Yi and his company, Philko Corp. of Seoul, were each fined. The offenses were said to violate the Computer Program Protection Law and the Trademarks Act.

The indictment was made following a complaint filed by nine video game manufacturers in the United States and Japan. According to the indictment, the company had counterfeited a number of video games developed by American and Japanese manufacturers between 1985 and 1988. The companies claimed that Philko caused them great damage by exporting the counterfeits to foreign countries, selling them in the domestic market, and operating the games in locations directly run by the company and in other locations.

The game manufacturers asked Philko to cease from its practice and warned them of the consequences. In spite of the warnings, Philko continued to manufacture, sell, and export counterfeits even after the enforcement of the new Copyright Act and Computer Program Protection Law. They dumped them on the international markets at a figure nearly half of the original goods' price.

The case was introduced by the American and Japanese representatives at the International Intellectual Proprietary Right Protection Seminar, held in Seoul in November. The games involved in the indictment included *Shinobi, Altered Beast, P.O.W., Dragon Ninja,* and *RoboCop*.

Rachel Davies

Davies joins SNK team

John Barone, SNK's vice president of sales, announced that he has expanded his sales team to include Rachel Davies, formerly of Arcadia Systems. She joins SNK as the eastern sales manager.

Rachel came to America from England two years ago to help set up Arcadia Systems' sales, distribution, and marketing. "Her relationships and experience with distribution and operators will enhance our sales and marketing efforts," Barone said.

Tracy Tate will concentrate on the western half of the United States as western sales manager.

Active moves, opens new office

Active Distributors of Philadelphia has moved into new facilities. The company, owned by Dave Gilfor and Paul Russell, has been in business for many years in the Philadelphia area. Gilfor explains that the operation, as it expanded, has been forced to use several buildings, which has been very inconvenient. "With our new facilities, we will be able to more efficiently run our business," Gilfor noted.

The new address is 2800 Black Lake Place, Philadelphia, Pa. 19154. The phone number is (215) 464-2500.

In addition to moving the Philadelphia office, Active has also opened a new office in Pittsburgh. "We opened this Pittsburgh office out of necessity," Gilfor explained. "We have a great deal of confidence in the future of this industry, and opening this office shows our confidence."

The address of the Active office in Pittsburgh is 101 Plum Industrial Court, Pittsburgh, Pa. 15239. The phone numbers are (412) 733-1220 and toll-free (800) 344-7585. The FAX number is (412) 733-8119.

Ward named Arachnid president

Arachnid's William Ward

William J. Ward Jr. has been named president of Arachnid Inc. of Rockford, Ill. Michael Tillery, an original founder of Arachnid, and Illinois businessman John Martin recently bought out Paul Beall to take control of the company.

Bill Ward was most recently president of American Autogard Corp. of Rockford. Under him, the company grew to a leadership position in its field. Prior to Autogard, he spent 15 years at Warner Electric as vice president of marketing.

Mike Tillery and John Martin welcome Bill to his new position and look to him to lead the company to further growth.

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VALLEY

AMOA hires Schumacher

John M. Schumacher has been named the new full-time executive vice president of the Amusement and Music Operators Association (AMOA), replacing Bill Carpenter, who served in the position from 1985 until 1989.

Schumacher was previously the central division sales manager for William Wrigley Jr. Co. He had been with the company for 15 years, the last 11 in top management positions.

"AMOA has accomplished much in the last four years, particularly in the area of government relations," said Carpenter, who will go into semi-retirement. "John's background makes him well-qualified to carry on AMOA's many-faceted programs."

John Schumacher

Dillon has heart surgery

Joe Dillon, president of Taito America Corp., recently entered the hospital to have a faulty intake valve on his aorta repaired. The operation was a total success, and Joe should be back in the office soon. Play Meter editor Valerie Cognevich talked with him and was pleased at how well he sounded. "He could have been sitting at his desk taking orders for games," she said.

Joe said he has plans to attend the AMOA show in September in Las Vegas. See you there, Joe!

Joe Dillon

Norris to return to work

Another industry good-guy, Blair Norris of Brady Distributing in Charlotte, N.C., underwent a complete heart transplant and is doing very well. Blair's activities had been severely restricted since a heart attack; we have missed him at trade shows. It was getting harder and harder for Blair to get around.

After much soul-searching, Blair and his wife Gail decided to go with a heart transplant if one should become available. He was added to the list for a new heart in September 1988.

Blair is recuperating at home, building up his strength to get back to work. We hope to see he and Gail at AMOA.

Blair Norris

Powers given achievement award

Bernie Powers, who was most recently the director of sales and marketing for Arachnid, was named the 1989 Illinois Export Achiever of the Year by the Illinois District Export Council.

The award is presented each year to the business executive of an Illinois company who has exhibited outstanding leadership in expanding the export and international trade activities of his company.

Chairman George A. Wilcox cited Powers for his emphasis on developing close personal ties with business contacts in Europe and Japan to facilitate the sale of the company's products.

AMOA announces jukebox nominees

Each year the AMOA presents The Jukebox Awards at its annual trade show, this year to be held in Las Vegas. Nominations come from a polling of AMOA members who own and operate an estimated 115,000 jukeboxes. They are asked to name the top records and artists that earned the most money on their jukeboxes between Aug. 15, 1988, and April 31, 1989. A final voting ballot will be sent to members during the summer. This year the nominees for best artist are Tone Loc, Bobby Brown, Bobby McFerrin, and Guns n' Roses. Songs nominated include "Don't Worry, Be Happy," "Every Rose Has Its Thorn," "Kokomo," "Sweet Child of Mine," and "Wild Thing."

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Neal Rosenberg

Rosenberg joins Betson Enterprises

Betson Enterprises has announced the return of Neal Rosenberg as director of operations. He will work with the Betson service departments in a continuing effort to improve customer service in all aspects of parts, repairs, and deliveries.

Rosenberg worked for Betson for over three years before taking a position with the Dan Brechner Company two years ago. His involvement with the coin machine industry spans two decades.

Hamilton joins Operators Distributing

Bob Hamilton has been named field sales representative for Operators Distributing Inc. of High Point, N.C. Hamilton will be calling on the operators within the Operators Distributing hub. Hamilton, who was formerly with Brady Distributing Co. of Charlotte, has a 21-year career in the coin-op business. He can be reached at (919) 884-5714.

Bob Hamilton

Bally slots to relocate in Nevada

Bally Manufacturing Corp., one of the world's largest manufacturers of slot machines, will transfer its manufacturing arm to Nevada by 1990. The new plant, which will initially employ 300 people and occupy 150,000 square feet, is to be in either Las Vegas or Reno.

The company, which recently sold its Aladdin's Castle arcade and its amusement game divisions, has been based in Chicago since 1931. Chief executive Bob Mullane said, "It just made sense to build gaming equipment in a state that has gaming."

Bally had been looking to relocate but stayed in Illinois while there was a chance to secure the contract to supply equipment for the state lottery. When that bid failed, the move to Nevada became a realistic proposition.

At first, Bally will be moving the slot machine plant and some parts of the lottery equipment business, though this could be followed by a line of health and exercise equipment. Eventually the plant could employ as many as 1,000 people, which would make it one of the three largest manufacturers in the state.

GOLF

HOLES IN ONE

BOB BOSTWICK of Penn Hills, Butler's G.C., No. 13, 135 yards.
DAN DONAHEY of Indianola, Rose Ridge, No. 11, 150 yards, 6-iron.
TOM ENGEL of Pittsburgh, Bon Air G.C., No. 9, 290 yards, driver.
JIM HEPLER of Butler, Stoughton Acres, No. 12, 110 yards, wedge.
ANDREW KAYTON of Pleasant Hills, South Park, No. 3, 160 yards, 4-iron.
DICK LANG of Pittsburgh, Chippewa G.C., No. 8, 159 yards, 4-iron.
RED McDOWELL of Slippery Rock, Shamrock, No. 11, 150 yards, 5-wood.
BINGO PINKINGTON of Eighty Four, Maggi's, No. 8, 180 yards, 5-wood.
RON PAWLIK of Carnegie, Crafton G.C., No. 6, 176 yards, 5-iron.
SAMUEL VIGGIANO of Pittsburgh, Long Vue, No. 3, 182 yards, 6-iron.
BARRY WATKINSON of McDonald, Butler's G.C., No. 9, 167 yards, 6-iron.
JIM WITTLER of Pittsburgh, Rose Ridge, No. 17, 300 yards, driver.

Hole-in-one

If you've ever played golf with Jim Whittler of Atlas Distributing in Pittsburgh, you will appreciate this achievement: a hole-in-one during a recent tournament in Pennsylvania.

During the Capcom/Data East meeting in Los Angeles and Palm Springs in May, most of the distributors were playing golf at several gorgeous courses in Palm Springs. Play Meter publisher Carol Lally and editor Valerie Cognevich drove a golf cart along with them, sometimes chiding them for bad drives, missed putts, etc. (all in fun, of course!) Jim didn't have a real great game, so naturally he was the focus of some remarks.

"We take back all the things we said to Jim about his golf game," said Cognevich. "I got a newspaper clipping, a copy of the score sheet, and a big 'I told you so' from Jim, proving that he is a pretty good golfer. He made a 300-yard hole-in-one on the 17th hole at the Rose Ridge Golf Course in Allison Park, Pa. All I can say is way to go. I can't wait to drive along with you next year to see how you do on the 'Alcatraz hole' at PGA West!"

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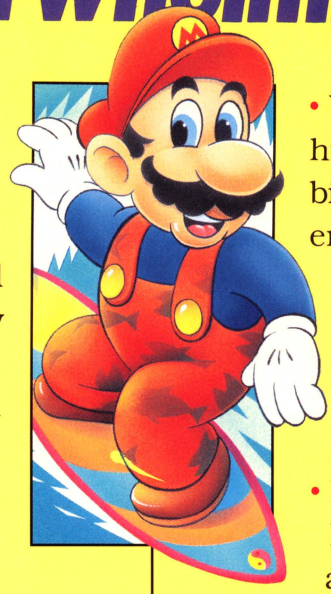

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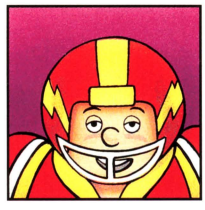
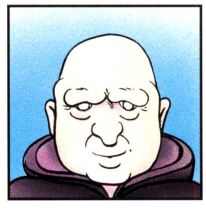
Ninja Gaiden[1]



Tecmo Bowl[1]



Fester's Quest[2]

TMNT[3]

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- The outrageously spooky Addams Family is back, in Fester's Quest, Uncle Fester's kooky campaign to stop aliens from invading planet earth.
- In Teenage Mutant Ninja Turtles, Don, Raphael, Mike and Leo spring to the rescue of their friends who have been kidnapped by the evil Foot Clan.

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Some of the games at The Amusement Equipment Exchange.

Amusement Equipment Exchange adds services

Since The Amusement Equipment Exchange Inc. started as a national refurbishing company two-and-a-half years ago, it has expanded its services from refurbishing kiddie rides to buying, selling, trading, and dealing in arcade novelty items. The company also handles contract refurbishing and the buying, selling, trading, and dealing of major carnival and amusement park equipment. It operates an internally-owned truck fleet to pick up and deliver the items that have been bought or sold.

Because of the increase in services, the company now offers another service: buying, selling, and trading inventory for all types of antiques and nostalgia games and equipment.

Babich expands Colorado operation

Colorado Game Exchange Inc. has acquired certain assets of Struve Distributing of Colorado Inc. The operation will be merged into Colorado Game Exchange's headquarters at 2830 West 9th Ave., Denver, CO 80204.

Colorado Game Exchange will become the exclusive Rowe distributor for the region. "We are pretty excited about this," said Rich Babich, president of Colorado Game Exchange. "We see this as an opportunity to have a true one-stop distributorship for music, games, and vending."

Babich noted that most of the employees of the Struve office will relocate to Colorado Game Exchange. Struve Distributing will still operate from its home office in Salt Lake City, Utah.

Klopp expands

Klopp International, a leading manufacturer of coin sorting, counting, and wrapping machines, has moved its national headquarters from Pinellas Park, Fla., to larger offices and manufacturing facilities in Oldsmar, Fla.

"This year has been significant for Klopp," said John B. Lanagan, Klopp president and CEO. "In April we celebrated the 10th anniversary of the purchase of the company from the Klopp family of Livonia, Mich., and our subsequent relocation of the company from Michigan to Pinellas Park in 1979. Because of our growth over the past 10 years, it has become mandatory that we have both larger executive offices and manufacturing facilities to accommodate our customers' needs."

The new address is 225 Dunbar Court, Oldsmar, Fla. 34677. The phone number is (813) 855-6789.

Belam expands

R.H. Belam Co. Inc. of New York has announced plans to move to larger headquarters in Hempstead, N.Y. The new address is Nassau Plaza, 1 Fulton Ave., Hempstead, N.Y. 11550. The telephone number remains (516) 292-2670.

Seeburg promotes Siemieniec

Nick Hindman, president of Seeburg Corp., has announced the promotion of Tom Siemieniec to the position of vice president of operator sales. Hindman says that the appointment further strengthens Seeburg's dedication to make the music operator more successful.

In addition to directing a 20-man sales and technical service staff, Siemieniec will be responsible for implementing and monitoring various Seeburg promotions and technical workshops.

Siemieniec's coin-op career spans 18 years. He began at Bally and has held various positions at Centuri and Digital Controls. He joined Seeburg in 1986 as national sales manager.

Tom Siemieniec

Williams goes to Korea

At a formal ribbon cutting ceremony, G.L. Korea Company Ltd. opened its new showroom in the center of Seoul as exclusive distributors for Williams Electronics and Bally/Midway. More than 300 operators were in attendance for the festivities.

The Williams ribbon-cutting ceremony included, (l to r): H.C. Kim, chairman of the Korean game operators association; H.K. Jung, president of G.L. Korea Co.; Tom Cahill, Williams- Bally/Midway technical field manager; Samuel Kim, president of G.L. Technology; and S.I. Park, chairman of the game manufacturer's association in Korea.

Connor returns to Gamemasters

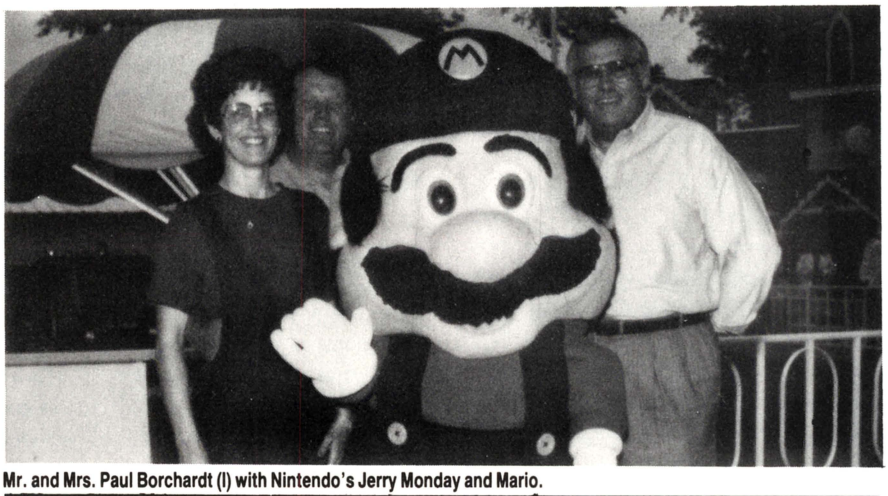
Doug Connor has returned to Gamemasters of Atlanta as director of sales. Connor left Gamemasters last year and worked for Kramer Manufacturing. He recently left Kramer and is excited about his return to Gamemasters and its plans for the future. ''After traveling around the country last year with Kramer and taking a good look at our industry, I am excited about the product directions and opportunities developing at Gamemasters,'' said Connor.

Operators support Bally's marketing program.

Slam-dunk hit

Calling its marketing program a ''basketbrawl,'' Bally is overwhelmed with the response to its latest game, *Arch Rivals*. ''Reports from the factory indicate an unbelievably fantastic response to Bally marketing's ''Hometown Heroes'' promotional efforts. Operators from every corner of the country and Canada have chosen to participate,'' said Laura Rezek, Bally's marketing manager. She explained that Bally is sending press releases and photos on *Arch Rivals* locations to newspapers everywhere, and the response has been very enthusiastic.

Mario & Princess take to the road



Mr. and Mrs. Paul Borchardt (l) with Nintendo's Jerry Monday and Mario.

Nintendo's Jerry Monday thought we might be interested in what Mario has been up to these days. Of course, most of us had our picture taken with him and the Princess during the ACME convention, but Jerry wanted us to know that Mario hasn't been taking it easy between shows.

Mario and the Princess recently traveled to Wonderland Park in Amarillo, Texas. He helped raise money for the Children's Miracle Network. Mr. and Mrs. Paul Borchardt (shown in the picture with Mario) donated all the money that their Nintendo games earned in the park's arcade to the fund. The telethon raised over $200,000 for the Children's Hospital. □

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The AMOA of New York recently presented award-winning country/western star Randy Travis with its "Jukebox Artist of the Year" award in recognition of his support and dedication to the jukebox industry. Making the presentation to Travis include, from left: AMOA-NY treasurer Frank Calland, president Robert Herman, and president Ralph Ceraldi.

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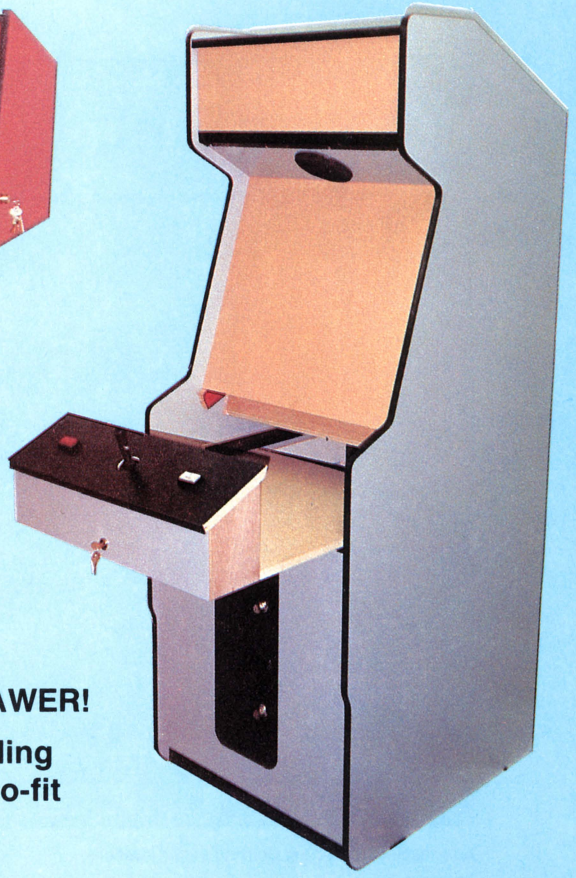

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Christopher Caire

Arcades: what's the picture for '89 and beyond?

An outside view of one of Golfland's eight locations.

What is it like being an arcade operator these days? Is business good, or does another "crash" loom around the corner? Has progress been made toward dispelling the notion of arcades as hangouts for human debris? And how about home games; do they enhance coin-op or hasten its demise?

We tried to find the answers to these and other questions by talking to four arcade operators across the country. Two of them — Putt-Putt Golf Courses of America and Golfland Entertainment Centers — have arcades that feed off of the traffic generated by players of miniature golf. Action Family Arcades is unique in that its arcades are either within or adjacent to the family's string of drug stores. And Mardi Gras Games, with arcades in New Orleans and Atlanta, has the task of buying the right games for two disparate locations: a free-standing arcade in urban, downtown New Orleans versus three in suburban Atlanta.

Putt-Putt Golf Courses of America Fayetteville, N.C.

Though Putt-Putt celebrated its 35th birthday on June 21, the miniature golf giant didn't add arcades/game rooms on

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a widespread basis until 1979. It has enabled Putt-Putt to become a truly year-round operation, drawing customers during the cold winter months when golf play is down. During the summer season, it's 70 percent golf, 30 percent arcade. But during the winter it flip-flops to 90 percent arcade, 10 percent golf.

The mix in Putt-Putt arcades is about 85 percent video, 10 percent novelties, and five percent pinball. The company took the industry "crash" of 1983-84 like an iron-chinned heavyweight boxer: it felt the blow, to be sure, but shook it off and pressed forward.

"Because of our uniqueness in being a franchised company, we certainly suffered some of the downfall," said Joe Aboid, Putt-Putt's national tournament director. "But we collectively held together and only lost a few of our game room facilities, about 10 percent. The rest of us were able to stick it out, and today there are more game rooms than before the crash."

Putt-Putt has also managed to steer clear of the public skepticism directed toward many arcades. Again, the presence of miniature golf plays a large part, Aboid believes.

"We have worked very hard to develop a reputation of being a place to come for wholesome, family entertainment," he said. "Putt-Putt has overcome that stigma of arcades as being nothing but a place to hang out and loiter. Of course, having the golf course helps, but a number of our locations employ off-duty police to control who comes in our arcades. If they're not there to enjoy the games or play golf, then we simply ask them to leave."

Aboid, like many other operators, thinks the time has come for manufacturers to look beyond the spinning kick and karate chop.

"I'm disappointed in the selection that's available to us today," Aboid said. "If you look into anybody's game room, what you'll see are a bunch of martial arts games. There's only so many ways that you can do *Double Dragon* and put a new marquee on it. I'm glad *Double Dragon* and some of the others came, because they've been successful, but the martial arts theme has run its course, as far as I'm concerned. Research and development needs to kick into another gear.

The view from inside one of Putt-Putt's 177 game room locations.

"And even though driving games have historically been the most successful pieces in an arcade, it is time for a change," Aboid continued. "I'm not as much worried about tomorrow or next month; my concern is what's going to be out there by Christmas time. The player base is there and they support the games. But the themes are getting old. We need something different, because I'm afraid our customers might raise the red flag and say enough is enough. Our business relies on repeat customers, and they'll get bored with the same games unless we offer them something new. It's up to us to tell the manufacturers that this is a concern of ours."

As for home games, Aboid feels the manufacturers shouldn't "put the cart before the horse," so to speak.

"The manufacturers have spent the last six months gearing up for Christmas; their R&D has been focused on the home market," he said. "That's how it ap-

This young pinball wizard takes a crack at Williams' *High Speed* in a Putt-Putt arcade.

Action Family Arcades feed off of the traffic generated by the adjacent LaVerdiere Super Drug Stores.

pears to me, and I hope that when this season's over they'll remember where the popularity of these games originated: in coin-op, in arcades. If customers play them in the arcades, then they're going to see them in stores and buy them for home use. That's fine."

Putt-Putt carries its promotional efforts for the golf course over to the arcades, Aboid said. Of the 177 locations (with three more near completion), 99 percent of them use tokens instead of quarters.

Action Family Arcades Winslow, Maine

This chain of 40 small- to medium-sized arcades in Maine and New Hampshire was launched, of all things, from a failed eyewear business. Let Mike LaVerdiere, one of the three co-owning brothers, explain.

"My family has a chain of drug stores called LaVerdiere's Super Drug Stores that my grandfather started in 1922," he said. "My father carried on the tradition; he passed away last Thanksgiving. Now, my two brothers and I run the business.

"We got into the arcade business when the boom was upon us," LaVerdiere continued. "The eyewear centers that we had did not work out, but we had these beautiful, re-modeled rooms within our stores. We wondered what the hell to do with these rooms, so we put some video games in there. This started back in 1980, and it's been a tremendous success for us. We try to give the arcades a separate identity from the drug stores. The arcade is either adjacent, separated by a common wall, or within the drug store but with a separate room and separate sign."

LaVerdiere believes his arcades have a built-in advantage over competing free-standing locations because of the traffic generated from the drug stores. Like arcades in mall locations, much of the clientele is already milling about.

"If you can feed off of somebody else's traffic, and not make it a location that people have to come to specifically for yourself, you're way ahead of everybody else," he said. "We just took advantage of all the drug store traffic and were able to supervise the arcades with management from the drug stores. Our attendants are minimum-wage people; you could not let a minimum wage person run your free-standing arcade for you. It's too important an operation; doing so would be suicide."

LaVerdiere says that while many of his brethren in the arcade business dropped like flies during the video crash, he was fortunate enough to not only survive but prosper.

"It was amazing; when the boom died, all of the arcade operators in Maine and New Hampshire, except for the enclosed mall locations, seemed to get out of the business," he said. "Say we were in a town doing $1,000 a week, along with four others doing $1,000 a week. When the boom crashed, the other four arcades closed up. We were able to control our overhead. They had the separate locations with separate attendants and a lot of overhead. We didn't, because the arcades were right within our drug stores. The attendants' hours were cut back, and

A battery of videos, pins, and novelties line the walls of this Action Family Arcades location.

we let the drug store manager supervise the arcade during off-peak hours. So we were able to avoid a devastating crash."

Aside from a few pinballs, basketball games, and novelty pieces, the bulk of Action Family Arcades' approximate 850 games are upright videos. Though video games are his "bread and butter," LaVerdiere is fearful that the loaf might be getting a bit stale.

"We're in the same rut that caused the last crash," he said. "Everything goes in cycles, no matter what the business. In ours, the whole pattern has started again. The creativity was excellent after the crash, for three or four years, but now the manufacturers have become complacent. Instead of a million ways to eat a dot on a *Pac-Man* screen, now it's a million ways to give somebody a karate chop. It's the same exact thing happening, and unless they start up with some creativity we're going to see a crash all over again.

"You have to remember: there's one thing we have to deal with now that's stronger than before, and that's the home market," LaVerdiere continued. "It's already strong with Nintendo, and when this new NEC hardware system hits the home market, it's going to be worse. Your talking credit card-sized cartridges with twice the graphics that Nintendo has. Arcades will always have a place in this business, with the camardarie and so forth, but we've got to offer something that players can't get at home. Right now, there's not enough of a difference. We're at the mercy of the manufacturers; we operators have to take what we can get. If they can maintain a clear difference, both segments can survive and thrive."

Action Family Arcades runs a series of promotions to perpetuate its image as a place where the whole family can come. "We have a Family Day every Sunday; any parent or guardian that brings the kids in gets two free tokens per adult and per child," LaVerdiere said. "There's also the promotions that a lot of other arcades run, like birthday parties and bringing in good report cards. It's all done to maintain that family atmosphere as much as possible."

Though his player base is like most arcades — teenage boys in their mid-to-late teens — LaVerdiere gets a large number of adults. The other three arcades in this story point to their adults as male businessmen who play during lunch or as a way to kill time between appointments. Not those at Action Family Arcades; they usually pop in before or after a visit to the drug store.

"Of the arcade chains throughout the country, we have probably one of the highest percentages of adult players," he said. "Again, the drug stores factor into this. The businessmen come in during the day to pick up the greeting cards, aspirin, shaving cream, and other things that the wives told them to bring home. They'll drop two to five dollars in the changer to get tokens for a half-hour worth of play. We use 100 percent tokens."

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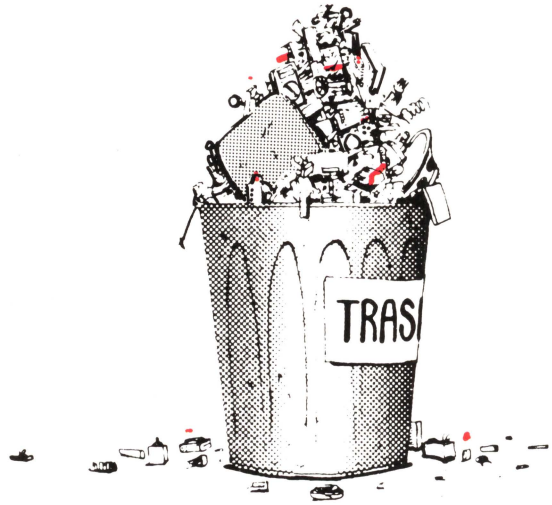

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Golfland
Sunnyvale, Calif.

In the heart of California's "Silicon Valley," Sunnyvale, Calif., stands the home office of Golfland Entertainment Centers. Founded in 1952, Golfland also has six other California locations and one in Mesa, Ariz. In addition to the miniature golf courses and arcades, the locations include waterslides, wade pools, bumper boats, and foods such as pizza, hamburgers, salads, and ice cream. (These attractions vary from location to location in that some have more than others.) Most Golflands sit on three to five acres of land; the largest is spread over 12 acres.

Golfland's arcades are typical of most; in other words, video reigns supreme, aside from some pinball games, cranes, and novelty pieces like Skee-Ball. Being surrounded by such video game manufacturers as Atari, Capcom, Sega, Romstar, and The Leland Corporation is mutually beneficial. The manufacturers use Golfland as a test site for many of their new games, and while they're receiving valuable insight as to how the games are performing, Golfland is getting a "sneak preview."

"We talk to our customers to see what their impressions are of the new games and then pass that information on to the manufacturers," said Bob Kinney, one of the partners in Golfland. "The games are often in rudimentary form, with only two or three stages completed. They'll come in with new programs to update it as the building process gets further along. Other times the games come in pretty-well finished; they just want the customers reactions. Our employees and managers are game-wise. They give some helpful suggestions to the manufacturers to help them perfect the final version.

"On our end, we get a chance to look at the games before we buy our first ones; it really solidifies our opinion of games," he continued. "We get the games before anybody else, but we still have to buy through the distributor. The prototypes go back to the factory."

Kinney believes that what makes Golfland successful — and what makes any arcade successful — is having a good selection of the latest games. He bought eight sit-down versions of *Hard Drivin'* at $11,000 apiece, for example. It's a big, but necessary, expenditure when striving to build a reputation among arcade players, Kinney says.

Golfland's arcades are filled with the latest videos and pins, along with old favorites like cranes and novelties.

"A lot of operators shied away from *Hard Drivin'* because of the price, but we felt it was a critical game to have to maintain the quality of arcade we want," Kinney said. "The same goes for *Super Off-Road* and the latest kits, like *Strider* and *Golden Axe*. You need to stick your neck out a little bit and buy the good equipment as soon as it's available."

Like Putt-Putt and Action Family Arcades, Golfland was insulated from the video crash because it had other traffic-building attractions.

"The miniature golf, water park, and pizza parlor are all complementary to the arcade; they build on each other," Kinney said. "We had the traffic that free-standing arcades might not have had. Many of the customers who came to play golf ended up in the arcade as well."

The future for arcade operators appears bright, Kinney believes. For the most part, he's happy with the product releases during the last two to three years.

"The new product has been fantastic; there's a lot of variety, and it's coming out fast," Kinney said. "I think the industry is strong and will continue to be so. Sure, there have been a lot of martial arts games recently. But look how successful some other games have been, such as *Cyberball, Super Off-Road, Hard Drivin', Tetris*, and some of these wrestling and basketball games. You just have to pick and choose. No one said you have to buy every martial arts game that gets released."

Nor does every operator believe that home games mean arcade Armageddon. Kinney doesn't.

"It probably goes both ways," he said. "On one hand, maybe a few people stay home to play their home games rather than come to the arcades. But on the other hand, I think it's created a lot of interest in video games. People become

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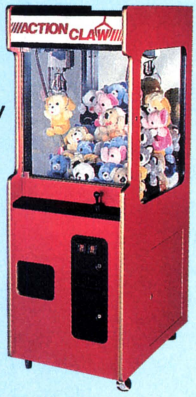

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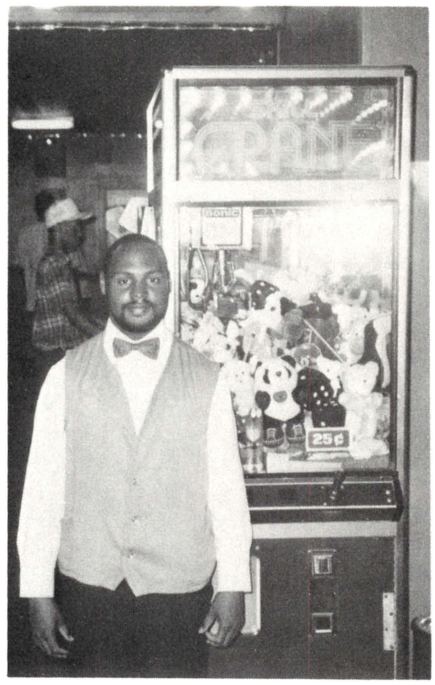
Don Hansen (l) and Jeff Seligman, co-owners of Mardi Gras Games in New Orleans and Atlanta. This picture was taken inside the New Orleans location on Canal Street.



Kenneth Williams, the attendant at the Mardi Gras Games in New Orleans.

proficient at the home games and then want the challenge of the much more sophisticated arcade pieces. I think home games whet their appetite for arcade games; overall, they've been good for the industry.''

Kinney says he's gotten an older crowd in the arcades compared to five or 10 years ago. ''A lot of salesmen come in, as do truck drivers who want to relax after a long haul. It's nice, because it gives us a broader base of interested customers.''

As for promotions, Golfland does a good bit of group business, i.e., company picnics and parties. Between three and five thousand people have come to Golfland's larger locations for such get-togethers, Kinney says. The company utlizes tokens instead of quarters, which allows for a greater promotional range. ''They're more expensive, and people often forget them in their pockets and take them home. But in the long run, tokens are more beneficial.''

Mardi Gras Games New Orleans, La. Atlanta, Ga.

Co-owners Jeff Seligman and Don Hansen opened Mardi Gras Games eight years ago— one on New Orleans' famous Canal Street, the other next to a theatre complex in suburban Atlanta. There are now three arcades in Georgia, with a fourth under construction. There has been no expansion in New Orleans, due largely to the city's sluggish economy.

They have found that what works or fails in New Orleans cannot necessarily be transposed to Atlanta, or vice versa. For example, games like *Super Off-Road* and *Bottom of the Ninth*, which earn well in Atlanta, show a dip in New Orleans. And while their Atlanta customers seem to be tiring of the martial arts games, Seligman and Hansen report undiminishing success for kung fu in the Crescent City. Thankfully, though, they can simply ship a game that's run its course to a fresh — albeit different — clientele.

Another difference between the two locations, Hansen says, could be found during video's early '80s decline.

''You could almost set your watch by September of 1982 as to when the bottom started falling out in the video business,'' he said. ''We had some very difficult years in 1983 and 1984, but things started picking up again in 1985. The suburban Atlanta arcades seemed to follow the industry trends of peaks and valleys, but the one in New Orleans never really had that fluctuation. I don't know why, but it's always been fairly stable. Maybe it's because a lot of our New Orleans customers don't have the Nintendo system and software at home. This is their Nintendo hangout, so to speak.''

The best way to prevent home games from eating into an arcade's business is to provide pieces that can't be duplicated in the home, the co-owners believe.

''In some ways, the home market probably helps,'' Seligman said. ''It familiarizes people with the business, yet in other cases it hurts by keeping them away from the arcade. What we've tried to do over the last few years is buy mostly things that you can't duplicate at home.''

''We offer them other things beside video, like pinballs, cranes, and basketball games, to give customers a little variety,'' Hansen added. ''Driving games and basketball games have given us our best ROI. Also, one of the main things that kept us successful during the down cycles was to keep buying equipment. Even if your revenue drops, you've still got to suffer and buy the new equipment to keep your stores fresh.''

Today's prices for video kits, however, makes competing with the home more difficult, Hansen feels. ''I'm real concerned about kit prices; my son can go out and, for $30, buy just about the same thing that I'm paying $1,500 for,'' he said. ''At that point, it becomes very difficult for us to compete with the home market.''

Hansen thinks 1989 will turn out to be a so-so year: no big jumps in revenue, but no 1983-type gloom, either.

''I would say that for us, this year is going to be about the same as 1988,'' Hansen said. ''Across the board, not any

better, but not any worse. We don't look for any great gains in any of our arcades this year. I would call it a 'flat' year. I was speaking to one of our distributors out of the Southeast, and he said most of his customers are reporting anywhere from a seven to 20 percent decrease in their video game business."

The arcade business, and coin-op amusement in general, are forever combatting a poor public perception. Tiresome as it may be, those in the industry must continually wage a positive public relations battle for the good of all concerned, the pair believe.

"One of our competitors in Atlanta has opened up an arcade that fits everyone's negative stereotype," Seligman said. "It's basically a pool hall atmosphere: loud, with smoking, food, soft drinks, concrete floors, and so on. He may be very successful for a while, but I think those are the kinds of things that just kill the industry in the long term.

"Because we're on Canal Street and have such high exposure, we're here every day to watch and record everything," he continued. "Besides that, we've got every NO sign in the world posted. And you know what? We still get heat. Every time something bad happens on Canal Street, it's the attitude of, 'Well, you know, they've got that arcade there.' In Atlanta, we'd pay more than our pro-rata share for an off-duty policeman. It's not that we felt more responsibilty for the crowds hanging around the theatre complex. We just figured we better take all the precautions we can, given the reputation arcades have. Unfortunately, I don't think that reputation will ever go away."

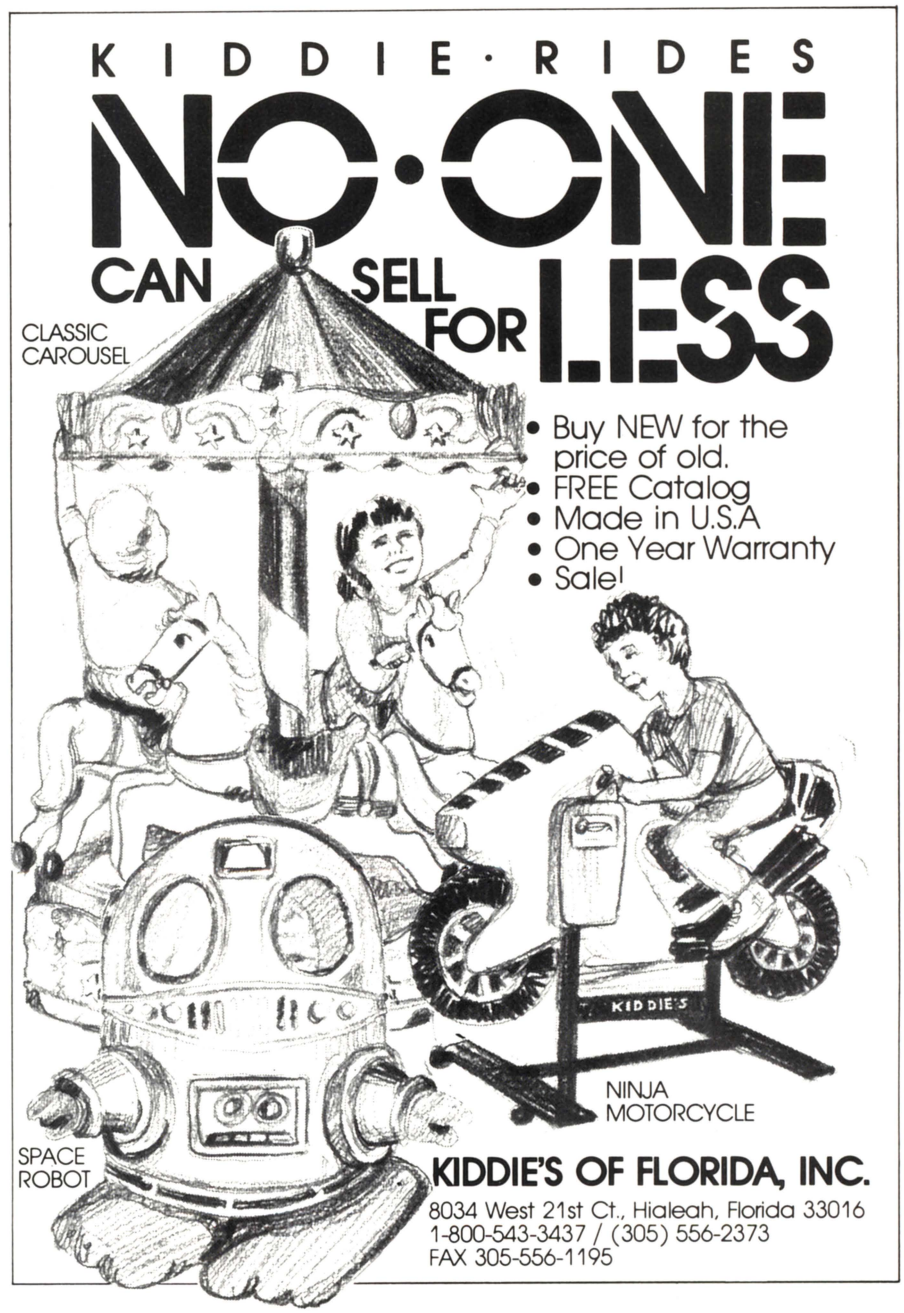
Said Hansen: "It's important that a mother can drop off her kids at the arcade and feel secure that someone is watching out for them. We're so aware of that. If we lose the parents feeling that we're a responsible, well-run store, we're dead in the water. Arcades have to constantly work on presenting a positive image to the public. When someone runs a shoddy operation, it makes it so much harder for everyone else. We have to convince the landlord that we're not like those other people. It's the most difficult thing for us to do; running the stores and picking the games is easy."

Hansen says Mardi Gras Games has tried different promotions over the years, finding none to be particularly profitable. One that has been successful in Atlanta takes advantage of the arcade being next to a theatre complex. Moviegoers turn in their ticket stubs in exchange for one or two free games.

Nor does Mardi Gras Games use tokens. Seligman says they tried them but switched back over to quarters. In so doing, their revenues picked 15 to 20 percent. Besides, he added, the company is not big into redemption, so using tokens makes less sense for them than others.

Conclusion

So there you have it: four different companies, some bigger than others, but all with similar hopes and fears. What effect will the home market, rising prices, and seemingly redundant game themes have on these and other arcades throughout the country? We'll see what answers unfold as a new decade fast approaches. □



Christopher Caire

Problems simmering for New Jersey arcade operator

As can be gathered from the preceding story on arcades, all of those interviewed do their part to ensure a well-run establishment. They realize that to build good community relations, such rules as no smoking, no truancy, no bad language, no roughhousing, and age/curfew restrictions must be enforced.

"If you have hard-and-fast rules and consistent enforcement from the start, you won't have a problem," said Golfland's Bob Kinney. But is that always the case? What if an arcade operator tries to do all that is within his power to run a problem-free arcade, succeeds in doing so, yet is still besieged by public officials seeking to put him out of business?

"The landlord of the shopping center that we're located in requires two months' security from all of his tenants. But from us he demanded six."

That is what Louis Perosi Jr., owner of the arcades Birthday Party Express in New Jersey, is facing. But he's not lying down and taking it; rather, he's firing back with both barrels.

Perosi opened BPE three years ago; he has locations in Pompton Lakes and Butler, N.J. BPE's main business is doing private birthday parties for smaller children in half the location. The other half is a public arcade frequented more by teenagers. It's the Butler location that's causing him so many headaches.

These children are having a good time playing the games at Birthday Party Express.

This room at Birthday Party Express is full of games and toys for kids. It's used for private birthday parties.

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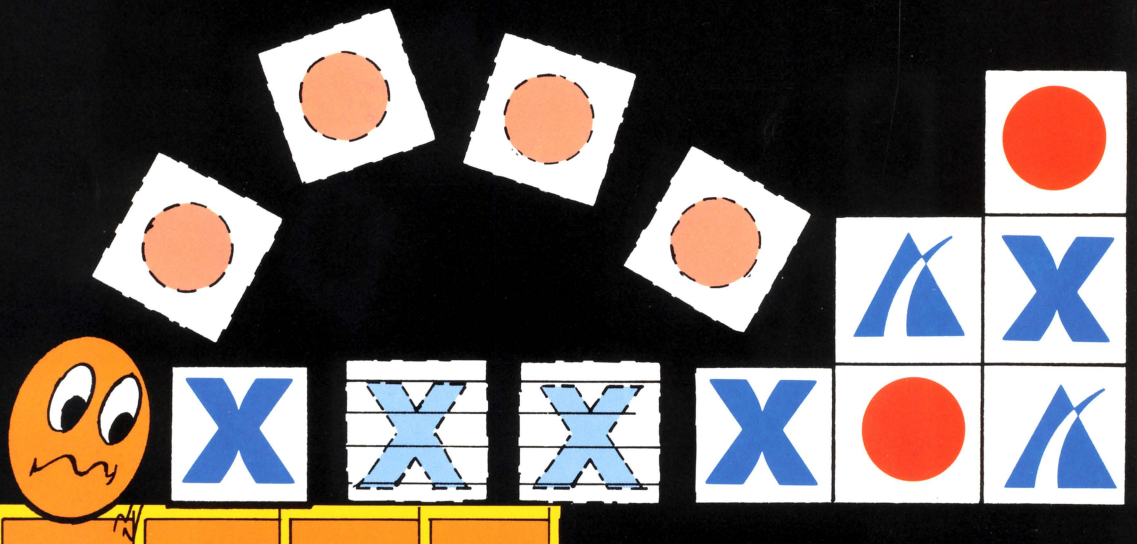

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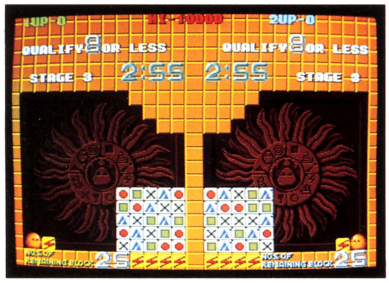
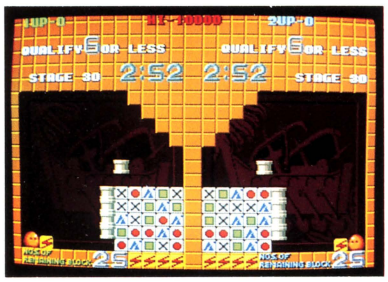
PLOTTING

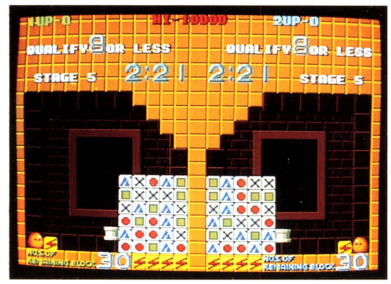
Plotting is a game of elimination demanding strategy in a series of carefully orchestrated moves. It can be played by one or two players independently. The object of the game is to systematically eliminate a formation of blocks by tossing their matching counterparts into them. And all within a specified time limit. The controls include a joystick and button.



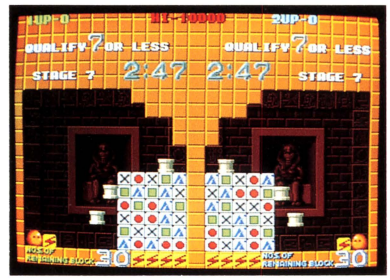
Using the joystick, the player moves his character up and down the formation until lined up with the matching block or string of blocks to be eliminated. Then, with the press of the button, the block is tossed. As the block enters the formation, it passes through and eliminates each of the matching blocks until reaching an unmatched block. It then bounces the unmatched block into the player's arms and replaces it in the formation. The player, in possession of the new and different block must now locate its matching counterparts. The game continues until the player successfully eliminates enough blocks to qualify for the next stage.

Plotting features a Continue Play option for those players who are determined to complete its brain-teasing puzzle.





(3) Blocker pipe makes its appearance. From above, it goes through; but from the side, it functions the same way as the wall.



Basic Rules

- Using your block, hit a block of the same pattern and destroy it.
- When you bring the number of the blocks down to the "qualifying" number appearing on the screen within the time limit, the screen clears and you move to the next stage.
- When you run out of time or are unable to bring the number of the blocks below the "qualifying" number, the game is finished.
- The longer the remaining time, or fewer the remaining blocks, the higher the score.
- There are four different blocks.

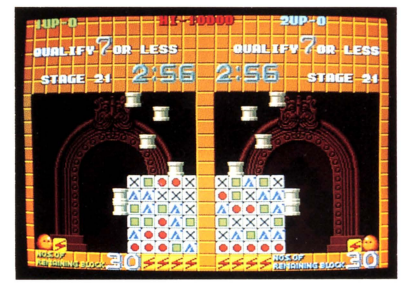
Further Rules

(1) By using the wall, you can drop your block from above.

- You can destroy more than one block at the same time (results in a high score).
- If you drop your own block to the floor, or hit a block with a different pattern, your block will bounce back to you (loss of time).

(2) When more than the "qualifying" number of the blocks are still left, and you cannot eliminate any more (Dia. 1), the game is over.

- However, if you have a special block left, it becomes your block. The number of special blocks in stock is shown on the side of the screen. You start with two special blocks, but every time you come to a situation where you cannot eliminate any more blocks, the special block automatically becomes your own block. Once you use up your special blocks, you will have them no more (Dia. 2).
- With the special block, you can destroy any blocks regardless of the pattern. In Dia. 3, the special block is functioning as the Taito Logo block.



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As we reported in the July "State Update," the mayor of Butler, Joseph Nuzzo, is blaming Perosi for the loitering problem in the Grand Union shopping center parking lot (where BPE is a tenant). Despite the fact that the problem existed long before Perosi opened for business, Nuzzo believes the arcade is responsible. He's been proposing laws to restrict Perosi's business since September 1988.

"The town council met recently to decide whether to pass the ordinance that the mayor was trying to railroad through," Perosi explained. "The ordinance would've limited our hours and reduced the age requirements so that a child 14 or under couldn't play video games. That would put us out of business, since we do birthday parties. Also, certain provisions of that ordinance would've mandated that it be our responsibility to hire security guards for the entire parking lot.

"When he asked for a motion to bring the ordinance to the floor, all the council members remained silent and the ordinance died," Perosi continued. "That has to be because of all the hard politicking I did behind the scenes, getting them to understand that the problem he was trying to attribute to me wasn't the case.

"The problems there are due to a combination of things," Perosi continued. "The shopping center lies on a major highway. There's a Burger King and a place to buy to beer and cigarettes. Basically, the parking lot is used as a place where the kids meet before going to parties and so forth. This has been going on for something like 20 years in that parking lot."

The mall location that Perosi took over was previously an arcade, a badly-run arcade at that, he added. Before he signed the deal to take the place over, Perosi went to see the police chief to assure him that the place would be cleaned up. He did just that, hiring police-specials from the town for 18 months. "The only problem that remains is the parking lot, and I can't do anything about it because it's out of my jurisdiction," Perosi said.

Dealing with landlords, who have less than glowing images of arcades, is another hurdle that must be cleared.

"A lot of them don't understand the business; when you have a space available in a new mall or something, they say they don't want you," Perosi said. "The landlord of the shopping center that we're located in requires two months' security from all of his tenants. But from us he demanded six months' security, and there's nothing we could do about it. We have $12,000 down as a security deposit, simply because we were told to take it or leave it."

Thankfully, Perosi says, his fellow mall tenants have not joined the mayor's bandwagon to heap all of the parking lot problems on BPE.

"The ordinance being pushed by the mayor would've put us out of business."

"Most coin-op people would rather be silent than get verbal when something like this happens," Perosi said. "Had I been silent on the entire issue, the tenants around me would have sided with the mayor. But I was as verbal as the mayor was, and I think that's the only way to fight these kind of things. We've done this without going to our attorneys yet. The approach we've taken is one that a lot of coin-op people ought to think about. That is, instead of running to your attorney the first time problems arise, go talk to the council members and the people of the town. You've got to be able to explain what your business is like; get people to understand that you're a businessman. You want to make money, just like the next guy.

"However, I do sympathize with some of the tenants and landlords in general, because there are operators that run sloppy arcades," Perosi continued. "The one I took over was a nightmare, with smoke everywhere and no attendant or anybody else in charge. As long as the coin-op industry has people like that in the business, we are all going to have a bad name. At Birthday Party Express, we're vigilant about watching everything that's going on at all times. We don't put up with bad behavior, and the local people know that we'll enforce the rules. We keep the front of our premises clear of loitering, but there again, we're only one store in a shopping center."

Although the most recent attempt to pass the ordinance died, Mayor Nuzzo has not given up. "There was a primary election in early June, and the mayor backed two or three candidates who have no rhyme or reason for being in politics. He backed them because he wanted to defeat the council members who were sympathetic to our situation and who opposed him on other issues. Unfortunately, the mayor's candidates won. But I'm part of a committee that's backing those defeated as write-in candidates for the November elections. It's another way for me to get involved in the local politics of the town for the sake of the business. Plus, these council members were good, non-corrupt politicians."

All of this is happening as BPE is in the process of becoming a public company; a registration statement is about to be filed with the Securities and Exchange Commission. "We've strived for a long time to create a business that provides wholesome, family-type entertainment. The political situation in Butler has drawn us into a situation that's less than desireable, especially when we're ready to go public. We're fighting this very, very hard. The owner of the local newspaper is politically-connected to the individuals giving me the problems. He's gone as long as two months before printing a response from me to a letter from the mayor or police chief. It's been a real battle."

It's been a stormy three years for Perosi and Birthday Party Express, but he's not about to throw in the towel.

"We've prevailed so far, and I feel good about it," he said. "I think that I will continue to prevail, but I do have my attorneys in the wings if I'm forced to go to court." □

Alarm system keeps machine bashers away

Operators, Lord knows, have more more than their fair share of problems. Did I plunk down too much money for this game? Is it a dog? What's my ROI? Will one of my competitors try to submarine me and steal my location? Is the city council ever going to lay off? Any more complaints from the landlord?

Consequently, the last thing an operator needs to face is vandalism to his machines. Nothing brings on Excedrin Headache #6 faster than a kicked in service door or, worse yet, a cash box that's been raided. Fortunately, a California company has devised a remedy for these ills.

BRW Systems in Canoga Park, Calif., produces a product called Integrated Impact Detection Alarm Systems (IIDAS). Invented by company president and electrical engineer Bill Willis, IIDAS serves as a strong deterrent to would-be saboteurs — for only $42.95.

Willis emerged upon the coin-op scene in 1985, but he's an 18-year veteran of the security field, holding patents for the first car alarms/security systems. Four years ago, the California state police asked Willis if he could somehow adapt an alarm system for vending machines. The result, of course, was IIDAS; it's since been broadened to the many offshoots within the coin-op industry.

"We've been doing very well with IIDAS," Willis said. "Southwest Bell and Pacific Bell have implemented it on an OEM basis for their pay telephones, and Coca-Cola is interested in it for vending equipment. Our marketing efforts have increased among manufacturers and operators of coin-operated amusement equipment. I've heard horror stories of how vandals beat up these machines to get in there."

IIDAS is a three-component system consisting of a sensor unit, an alarm siren, and a magnetic contact. It operates either from the 12 volts of current that powers the machine or a 12-volt battery pack. The latter is included in the $42.95 price tag; it lasts three years. A magnetic contact can be installed in the machine's door to switch the system into the reset mode; a key switch is another available option.

Now the fun part. When a bad character attempts to break into a machine by pounding on the coin door, service door, or security bar, IIDAS triggers the 30-second alarm siren. After the half-minute the alarm becomes silent and resets itself. If the perpetrator is foolish enough to continue abusing the machine, the alarm will again sound for 30 seconds. This cycle can be repeated infinitely.

"IIDAS doesn't use any motion sensors or tilt mechanisms," Willis explained. "The regular playing of one of these games won't set the alarm off. It takes a serious blow to cause that. Also, the sensor unit has a button that allows the operator to control the sensitivity levels. IIDAS can be made to respond to either heavy or light impact."

A red stick-on warning label comes with IIDAS, which in itself is a deterrent to break-ins, Willis said. "One thing about burglars: they don't want to draw attention to themselves. If they see the sticker and know they'll set an alarm off, it tends to make them think twice."

Sam King, who's in charge of arcade services at the Santa Cruz Seaside Co. in

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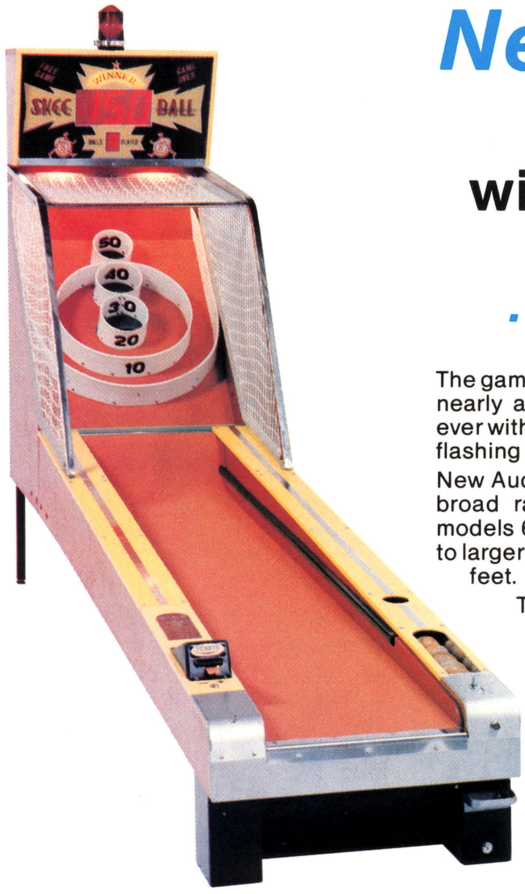
California, got his IIDAS at the beginning of June. So far, the system has been untested.

"It sounds funny, but I'm waiting for someone to break in to a machine to see how it works," he laughed. "But really, it looks like a good system. We have the key-activated one now and will soon get the door-activated model.

"The 30-second alarm will give our floor manager a chance to get over to the machine and maybe catch the person," King continued. "He may break the door but he won't get to the catch box. The alarm system is a better deterrent than having bars or padlocks on the game. That takes away from its appeal to the player."

For more information on IIDAS, contact BRW Systems, 20219 Londelius St., Canoga Park, CA 91306; call (818) 773-0942. □

The IIDAS, with a typical machine lock and keys.



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Bonnie Theard

The phenomenon of the Jersey Shore

New this year, a double-decker carousel at Mariners Landing Pier, which offers big-scale amusement rides.

New Jersey. Home of Bruce Springsteen. Home of Jon Bon Jovi. And home of the phenomenon known as the Jersey Shore: a mix of arcades, big time amusement rides, sandy beaches, clothing and gift shops, food, and fun. Along the Jersey Shore redemption reigns king, outpacing other forms of coin-op entertainment.

For years I've heard about the importance of redemption in New Jersey, how I would not be able to truly appreciate this unique situation without being there in person. At the end of June, right before the area's biggest holiday, July 4th, I made a pilgrimage to The Garden State to see for myself the unique Jersey Shore in the summer season.

First, a little background. Redemption refers to any games played for tokens or tickets that can be redeemed immediately, or held indefinitely. Many customers hold their winnings until they have a tidy number, qualifying them for large items like camcorders, remote control color TVs, fine jewelry, and microwave ovens. Smaller gifts are also available. You name it and it can be yours, from a toaster oven to a canister set, a quilt to a wall clock, and everything in-between.

Redemption games have a long history in New Jersey, starting back in 1959 when the state legislature passed a law making them legal, and allowing each municipality to determine for itself whether to have redemption. All the games must pay out 100 percent. When people are winning all the time they keep playing.

Locations can determine for themselves what value to attach to each token or ticket. Although it is not exclusively found on the shore, redemption is a natural for the state's oceanside communities that typically draw crowds for

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a day's stay or an extended visit. Many inland cities have redemption, but not on the scale found along the shore.

Once a municipality gets the local approval for redemption, the city applies to the Alcohol and Beverage Control Commission for a license. Locations with redemption as its main purpose then spring up, in some areas on a more lavish scale than in others.

I visited five cities along the coastline and found each one to have its own atmosphere. One thing all the communities have in common: warm, hospitable people who really enjoy their customers and their work. It's not unusual to have many "regulars" coming back to the same arcades year after year. There are many "summer rentals" (weekly visitors) and "day trippers" (one-day visitors), and all are treated in a friendly manner. In a very short time you feel as if you've known the arcade's personnel for years.

Most of the locations are family run. Often, present-day owners once worked part time in the locations as teenagers, worked full time later, became a partner, and finally became the owner. Spouses, children, daughters-in-law, and sons-in-law are all involved in making the operation a success. The boardwalk provides many jobs for community residents, a number of whom literally grew up on the boardwalk.

A journey along the shore starts first at the northernmost point, in Keansburg, where a glance across the bay brings your eyes to rest on the outline of Staten Island. It's close enough to New York City for many Manhattan residents to spend a day on the weekend, but Keansburg has mostly local patrons and regular visitors from neighboring cities.

The outline of Keansburg itself is due to change soon. An aging Keansburg Amusement Park on the shore will close its doors after Sept. 1. A real estate development company recently purchased the land and plans condominiums for the site.

Keansburg

Keansburg is a small, quiet community that supports seven arcades heavily into redemption. The first stop was Slots of Fun, a family operation managed by Leonard Dean, Sr. and Marie Dean. Right away you feel at home. Looking around you see the mix of equipment that becomes common in most arcades on the shore: pokers, slots, bingos, cranes, rolldowns, some video and pins, a basketball game, and that all-important element in New Jersey — the WHEEL.

There are a variety of "wheels." Most are tied into specific products. There are wheels for cassette tapes, stuffed animals, household appliances, candy, T-shirts, and groceries. You place your money on a certain square, the wheel turns temptingly near your mark, and you may or may not win a prize *this time*.

After a while, regular players have all the lamps and prizes they want. Some players do their grocery shopping as they play the wheels. The price per play ranges from 10 cents each to three plays for a quarter; in some cases, even $1 each in the more touristy spots. At Slots of Fun, the price is reasonable at the grocery wheel.

"We try to create a family atmosphere here," said Leonard and Marie. "We have 'steadies,' people we might see once a week or once a month. During the summertime, which is really only for 10 weeks with the boardwalk open every day, we get the 'walk-in' people, people you see once and perhaps never again. But from those people we try to make more 'steadies'."

Slots of Fun sponsors many free raffles and gives away a lot of merchandise. This keeps the customers coming in. Typically, the 4,500 square foot arcade opens at 10 a.m. on Sundays, 12 p.m. on Saturdays, and 5 p.m. on Fridays during the winter. Late hours are required. Noted Leonard, "We doze but we never close."

Promotions are an important part of the business. Most locations maintain mailing lists and send out flyers highlighting special drawings on special occasions like Mother's Day and Father's Day. Slots of Fun also has a poker tournament during the month of July. At Easter time, Marie Dean spends many an hour preparing Easter baskets for frequent drawings during the season.

Slots of Fun has something special that's become a local tradition. It started a few years ago when Leonard put up an electric train set on display between Thanksgiving and Christmas. The first one was raffled. Now a train set is a permanent fixture in the location, drawing many adults who reminisce about model trains from their youth. Leonard logged almost 50 years with Lionel Trains before becoming a consultant and semi-retiring to manage Slots of Fun.

Each location gets creative with its promotions. Just across the street from Slots of Fun is The Walk In Boys, a 9,000 square foot arcade owned by Danny Jeleniewski. The inventory here is unsurpassed. Merchandise fills every nook and cranny, in glass showcases and on every bit of wall space.

The Walk In Boys has been in the same spot since 1959; Danny has been there since 1966. He employs 40 part timers and four full timers. Above his arcade there's a second floor of warehouse space. Winners in Danny's place go to one central redemption counter where they turn in tokens or tickets for selected prizes that come down from the warehouse via conveyor belt. To keep customers happy, Danny offers a Snack Bar as well; it seats 52 and offers deli sandwiches, soft drinks, ice cream, and more.

"We treat our customers well," said Danny. "We take the time to get to know them. And every month I hold seminars with my employees to keep everyone well-versed in product knowledge."

"Very rarely do we ever let a showcase go more than one or two months with the same merchandise inside."

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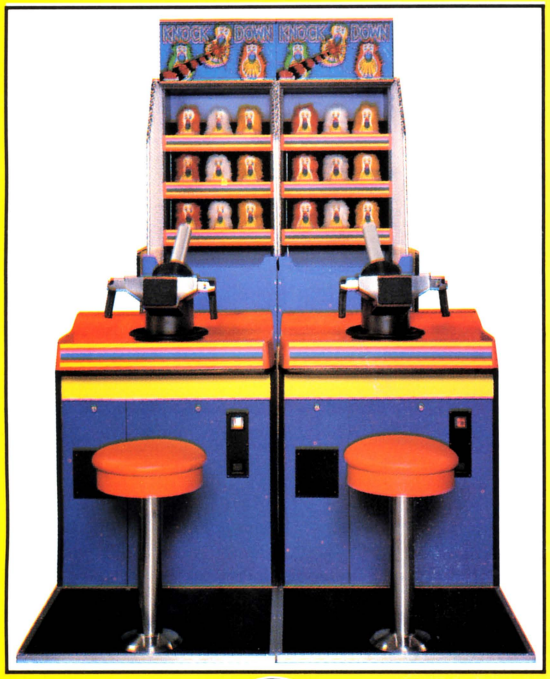

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Danny Jaleniewski of The Walk In Boys in Keansburg is ready for customers at his giant fruit game, a variation on the Jersey wheel.

Coin Castle's Wayne Cimorelli and Mary Ellen Baynes by one of the seven specialized wheels. Unique at Seaside Heights, this wheel offers all varieties of big trucks.

Leonard and Marie Dean by their grocery wheel at Slots of Fun in Keansburg.

Crowds gather 'round another Coin Castle wheel for candy and cigarettes.

At Lucky Leo's in Seaside Heights, (l to r): Phyllis Parrillo, Alayne and Steve Whalen, Michael Abrams, Tom Behring, and Nigel Semeroo.

Staff at Jenkinson's South in Point Pleasant, (l to r): Vinnie Mack, Sarah Vaughan, Donney Wilkerson, Jimmy Morris, and Nancy Clough.

Danny decorates his location for holidays like Halloween, Christmas, and Easter. In the winter, he offers men's and ladies coats, name brands only. One glance around in mid-summer shows every possible item from power tools to crystal figurines and all home appliances. "Very rarely do we ever let a showcase go more than one or two months with the same merchandise inside," he explained. "We get a lot of the same people coming in and have to keep our stock fresh."

One amusement item Danny does not have is video games. "Videos don't mix with the adult crowd and customers who are serious about winning prizes," he said. An annual big prize is standard at Danny's. In 1987, it was a Chevy Cavalier. This summer, it's a boat filled with items like a camcorder, color TV, binoculars, coffeemaker, the biggest teddy bear anyone has ever seen, and a pile of tickets to be used for prizes in the arcade. The drawing will be held on Labor Day.

Danny has one of the oldest wheels around, dating back to 1959. Every single week locations have some of the same people coming in and buying their groceries by playing the wheels. Resort towns depend on a 12 or 14 week season for the most part. There aren't as many high-end items in the resort areas because the customers are there for vacation and don't save up enough tokens for the very big items.

Both Slots of Fun and The Walk In Boys run raffles at different hours. Many customers visit both locations; the stores help generate business for each other. Comparison shoppers have two comfortable places in which to enjoy themselves.

Point Pleasant

Further down the coast is Point Pleasant, a boardwalk that caters to families in particular. The primary ages of children coming to Point Pleasant is two to 15. The beach is privately owned all the way to the waterline.

In mid-morning, families can be seen parking their cars, unloading beach umbrellas and chairs, and walking onto the beach in swimming attire. Merchants are seen hanging up stuffed flamingos and other items at their stands. The aroma of freshly baked pizza fills the air, and the sound of tinkling tokens resounds in the arcades.

"We treat our customers well. We take the time to get to know them."

Jenkinson's South, a family amusement center, dominates the boardwalk. It's a combination of two arcades (one 11,000 square feet and one 6,000 square feet) and a large, children's amusement ride area.

Amazing as it may sound, all the amusement rides on the piers and boardwalks are taken down at the end of the season, then cleaned, refurbished, and stored until the spring.

Jenkinson's features a Bonanza Extravaganza promotion each month. Merchandise display cases here include leather handbags, electronic equipment, antique gumball machines, onyx chess sets, brass items, and much more. Creative minds are at work in stocking

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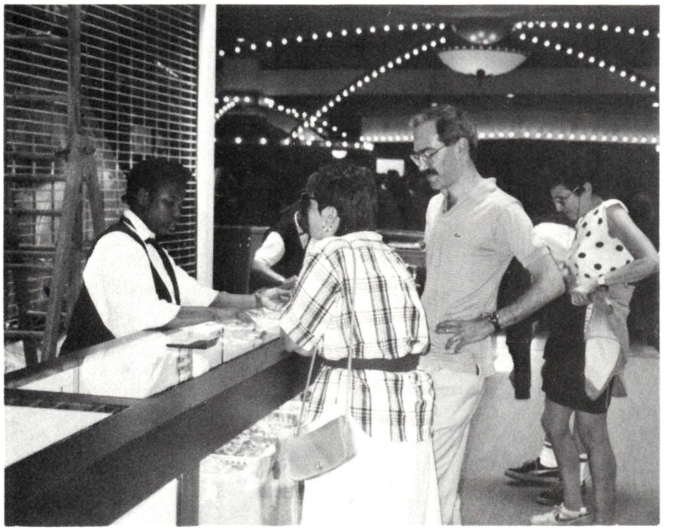
Parents and children alike are attracted to *Big Mouth* and the tickets they can earn toward big prizes.

It's all in the family at Bobby Dee's in Wildwood, (l to r): Bob Jr. and wife Gina, daughter Theresa Yarwasky, Marie and Bobby Di Peso.



Customers redeem tokens at the redemption counter at Tilt Fun On One. Work crews were busily finishing the arcade in preparation for July 4th.

A view of Bobby Dee's Casino Arcade and Marie's Sportswear on the boardwalk in Wildwood.

Frank Mang and Vicky Selby at Tilt Fun On One, amid the theatrical lighting, polished hardwood floors, and plushly carpeted areas of entertainment.

Tom Hughes and Mark McKeever by the *Circus Parade* at Mariners Landing. Several midway games are also part of the operation.

cranes and rotaries here, as evidenced by baseball cards appearing on the playfields of rotaries.

At Easter time, the arcade sponsors an Easter Egg Hunt on the beach with proceeds going to the Easter Seals Society. It's one way to give back.

Tokens outlast tickets and are the preferred winnings here as well as at other boardwalks along the shore. Tickets don't have the same flair as tokens.

Seaside

More of a bustling area, Seaside offers many rental cottages and some motels. Seaside includes both Seaside Heights and Seaside Park on different ends of one long boardwalk. On the sign as you approach, it says, "Seaside Heights—home of sun fun." And that's what most people do—come for a day at the beach, a walk along the boardwalk, then a visit to the arcades and stores. If you're a regular, you visit with the owner, play some games, win some prizes, and come back later for a drawing. It's all good, clean fun.

A stop at Lucky Leo's found owner Steve Whalen and his wife Alayne checking in a large supply of Batman dolls expected to be in demand as prizes this summer season. Steve is one who was, in his own words, "weaned on this boardwalk. I've never given another line of work too much thought."

Steve has four wheels and a large number of videos, including four *Hard Drivin'* games. In the spring, teenagers represent a large part of his clientele and they are drawn to videos. What about his redemption games? "Redemption represents about 65 percent of my gross income — it's very big."

Steve believes in spending to get the latest in video. "If I didn't spend big, I'd be throwing away the springtime crowd. We must try to earn those dollars by updating equipment." Lucky Leo's started as one stand on the boardwalk; the arcade was built in 1974. Steve's brother operates another arcade at Seaside, Sonny & Ricky's, a few blocks down.

Just across the way is Coin Castle. Wayne Cimorelli, president of the New Jersey IAAPA (International Association of Amusement Parks and Attractions), is a partner in the business. Coin Castle is very big with wheels, having many specialized ones at the front of arcade. Wayne started working at the Casino Pier when he was 15 and continued to work summers through college.

"Redemption represents about 65 percent of my gross income."

Wayne has seen many significant changes in the business over the last 11

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Ocean One, a huge shopping mall on the boardwalk in Atlantic City, where Tilt Fun On One is located.

A satisfied customer totes a world-class teddy bear on the boardwalk at Seaside Heights.

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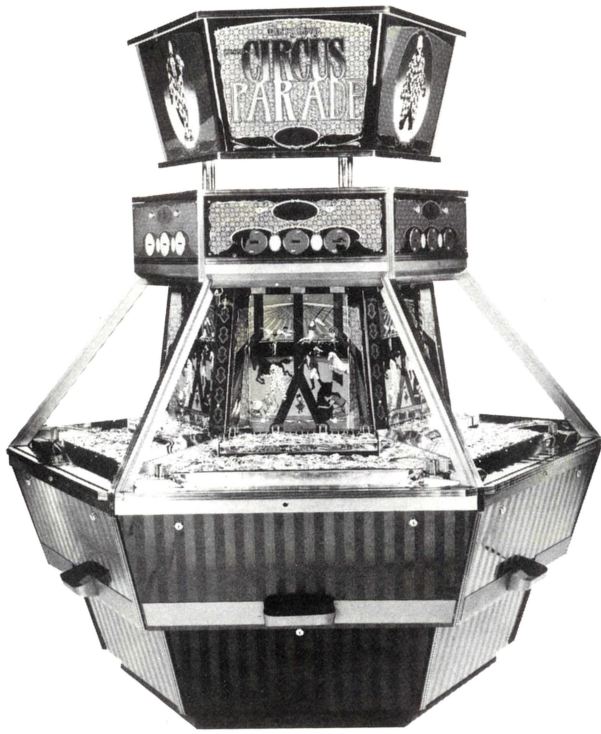

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years since he joined Coin Castle. "Video draw pokers have been a boon to the redemption aspect of our business," he said. "And the sophistication of video games has made them more exciting.

"Up until 1982 we could only charge up to 25 cents per play and award a prize no larger than $13.50 in retail value. A state referendum that year recognized that inflation had taken a toll on our industry. We were then allowed to charge up to $1 per game and give prizes up to $500 in retail value. That value limit has since been elevated to $999. That gives us breathing room for the future."

What are the crowds like in Seaside Heights? "Memorial Day weekend for us is similar to what Ft. Lauderdale and Daytona Beach, Fla., experience. After school lets out, teens no longer come in organized groups. Families start coming then. Our crowd has been steadily improving since Memorial Day weekend. We don't really get busy during the week until July 4th; that's the kickoff for weeknight business."

Wayne is not one to sidestep the issue of concern over water quality along the beaches. "What's really affected our industry is the *perception* of pollution. Two years ago we did have some beach closings. But last year, only seven miles of beach were closed around Asbury Park, due to an antiquated sewage treatment plant that has since been replaced. The media overstated the whole thing. Those seven miles had a traumatic effect on the Jersey Shore and attendance," he explained. The effects were felt all the way down to Wildwood at the southernmost point.

According to Wayne, "The outlook this year is guarded optimism. It's only going to take one beach closing or one problem to scare people away. The state of New Jersey, including the governor, and especially the director of tourism, have done a tremendous job of communicating true water conditions to the residents. The quality of our water is very good right now. Our state will tell you whether the water is fit to swim in or not. Other states don't say one way or the other. People are regaining faith.

"On a positive note, there have been a great many capital improvements here in the last few years. For example: a huge water park, 36-hole landscaped golf course, and improved rides at the Funtown Pier in Seaside Park. It's encouraging to be a part of this business community and see that many people are still willing to invest large sums of money and time in putting clean, family-oriented entertainment centers together. Amusement people are survivors and hard workers. It's our life. It's what we've always done."

"We shouldn't make prices so prohibitive that we're chasing people away from the town, and five years from now we're making nothing."

Coin Castle makes a big splash each year with its Christmas Village, and again with Easterville. These are highlights in Seaside Heights. Christmas Village depicts 14 different scenes telling the story of Christmas. The local population is invited to visit the holiday village for free. Easterville finds thousands of Easter baskets given away and a giant basket. A petting zoo completes the Easter scene.

Coin Castle wants to ensure customer satisfaction and publishes an employee handbook stating management policies, rules, and regulations. All this is an effort to make Coin Castle a comfortable place to take your family.

The Seaside Business Association sponsors many special activities during the summer season to add to the appeal of the area, from a three-day Mardi Gras Weekend to a Clownfest that comes right after the National Clown Arts Convention.

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Atlantic City

Crowds were thicker in Atlantic City, probably due to the collection of large-scale hotels along the boardwalk. Driving along the parkway, many large charter buses were seen heading to the city and the destination of casinos and the boardwalk.

Directly across from Caesar's in Atlantic City is a huge shopping mall fashioned from a pier and designed to look like a cruise ship. Called Ocean One, it features a new arcade, Tilt Fun On One. This is a new 26,000 square foot operation of the Nickels & Dimes chain. Construction crews were busy completing the final stages of the arcade and large redemption counter in time for the July 4th weekend.

The styling of the arcade is art deco with theatrical-style lighting. Banks of slots, pokers, and bowlers line the walls. Video and pinball are also present, along with basketball games, coin pushers, cranes, and four pool tables. A 12-seat capacity flight simulator, the *SR2*, is located near the entrance.

A large fountain with a *Frog Bog* is planned for the center. This store is the newest for Nickels & Dimes, which is opening 20 new stores across the country this year. There are 170 locations at present.

Wildwood

Wildwood is located further down the coastline. There's North Wildwood, Wildwood, and Wildwood Crest. The boardwalk was first constructed in 1900 and later moved because of the receding coastline. The first boardwalk was laid directly on the sand. The cost: $1.16 per foot or $2,400.66 total cost. Wages for union carpenters at the time were 25 cents per hour.

In 1903, the boardwalk was moved, lengthened, and raised four feet above the level of the beach. Now it extends for two-and-a-half miles. A tram carries visitors from one end to the other, stopping at arcades, shops, restaurants, gift shops, and seven piers of amusement rides along the way.

Bobby Dee's Arcade is in the center of things. Owner Bobby Di Peso, his wife Marie, daughter Theresa, son-in-law Randy Yarwasky, son Bob, Jr., and daughter-in-law Gina, all work together in the business. Marie manages the two clothing stores on either side of the arcade.

Bobby has a philosophy about how to keep people coming back to the beach. "When you go to graduate school, you're taught there are two different ways to look at profits — the short run and the long run. I think we have to take the long run look at profits. As a business person you can't say, 'I want to make as much as I can this year.' You have to say, 'I want to make as much as I can over the next 20 years. 'That may mean instead of charging $1.75 for a slice of pizza, you charge $1.25. Instead of a wheel being $1 per spin, it's 25 cents per spin or three for 50 cents.

"In 90 percent of the cases, people come to the shore for the water attractions and in the evening come to the boardwalk to spend their money."

"If a customer stays in your shop a half-hour or an hour, he's going to spend $10 or $12 in that one location and still has to take his kids to get food, park the car, and rent a motel room. From the motel operators to the parking attendant, from the ice cream man to the wheel operator, we have to take the long run. We shouldn't make prices so prohibitive that we're chasing people away from the town, and five years from new we're making nothing."

Bobby and his family work hard. They're in the shop 15 hours every day. "I want to make the best presentation I can make and give the best value," he added.

Nearby, at the front of Mariners Landing Pier, is Tom Hughes' Mariners Landing. Tom has a good mix of redemption equipment and runs daily specials throughout the evening to keep his customers there. Tom and his staff, 50 during the season, offer extra value for tokens or tickets when players hit a certain score within a certain time frame. For example, whoever gets a certain poker hand in 15 minutes gets additional bonus points.

"Mostly it's a very transient operation," said Tom. "People come down for three days, five days, or 10 days. We do have customers who are down for the same two weeks every year. We keep the names of our regular customers and give them 10 percent discount cards." These discounts and personal attention are good for customer relations and repeat business.

Mariners Landing occupies 7,600 square feet of space filled with well-maintained equipment of every type. "In 90 percent of the cases," said Tom, "people come to the shore for the water attractions and in the evening come to the boardwalk to spend their money."

While many other beaches charge a $3 to $6 fee to come on the beach (depending on weekdays or weekends), at Wildwood the beach is free. Every shop you can imagine is there, along with two theatres. The AAA Tour Book lists five pages of motels to accommodate visitors to Wildwood. A large number of Canadians select Wildwood for their summer vacations.

I'm looking forward to the time when I can re-visit the area on a family vacation and renew the acquaintances I've made in my two-day whirlwind tour. Each boardwalk offers something special and a different pace. All offer enjoyment for every family member. The amusement business is about people, and the people who visit the Jersey Shore will get a warm welcome.

[Editor's Note: Sincere thanks are extended to Lenny Dean of Coastal Amusement Distributors, who gave up two vital days in the pre-July 4th crush in order to introduce me to arcade operators along the Jersey Shore. He made my job much easier. His knowledge of the area and the people were invaluable. And thanks to all who shared their time and thoughts with me. They make the Jersey Shore special.] □

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Jane Adkins

Our interview this month is with Jane Adkins of Take Ten Corp., based in Charlotte, N.C. She's been in the coin-op industry for eight years and obviously loves it.

But, as she tells it, she didn't know what she was getting into. In fact, Jane was told that she wouldn't be able to do it. She came to work for owner Ron Withrow as a secretary in another one of his businesses, bringing secretarial, managerial, and business skills from a real estate background to the company. Jane soon found herself fascinated by Ron's other business, Take Ten. She knew she wanted to be involved with it, but Ron told her she just "wasn't tough enough."

"I really didn't think she could do the job," Ron said. "I really underestimated her abilities. My comment to her that day and her desire to prove me wrong provided the challenge Jane needed in the following years to excel in all areas of management and leadership. She preferred to use the word 'smart' instead of 'tough,' winning respect in the process."

If you ask her exactly what her job is, Jane laughs and says that she does whatever has to be done. To illustrate this point, she claims to have a business card with a place to fill in the blank under her name. That's how Jane likes to operate — whatever has to be done, she wants to help. We happen to know that her official title is director of operations, leasing, and construction. She explains that her main function is that of team leader, helping all the employees stay focused on the goals upon which the company is based. "I try to make sure we're all swimming upstream for the same reason," Jane said. In the process, she feels that if the company runs what they have properly, growth is inevitable.

What image did you have of game rooms eight years ago, before you started with Take Ten?

I wasn't really sure what a game room was. To be honest, I wasn't really sure of what the whole scope of video games was. The only video game I had played was a home unit, so I was familiar with *Pac-Man*. When I asked Ron what Take Ten was, he said, "It's arcades; you know, game rooms." And I thought, 'Oh no!' Every game room I had ever seen to that point was a place I wouldn't go into. I wouldn't dare let my child go into one. Needless to say, I wondered what I had gotten myself into.

Was that during the video boom, when there were a lot of new, inexperienced people opening arcades?

Everybody and his brother had jumped on the bandwagon. Games were popping up everywhere. I don't know if there really was a definition at that time as to what a game room was supposed to be. There were some good operators out there, and I think the owner of Take Ten was one of those. But on my level, I hadn't been exposed to those well-run operations. I had never seen the national leaders of the industry. The ones I had seen were the fly-by-night guys.

"Each little question or concern about a location should be considered important."

It's eight-years later. If someone would say to you, "Game rooms— oh, no!" how would you respond?

I would tell them that they had never seen the ones that are done right. I don't know that anyone uses the term "game rooms" anymore. What was eight years ago isn't today. Today we call them "family entertainment centers." We have evolved into something much more. We have games, but it's not all video anymore. Therefore, our locations are truly entertainment centers.

Could you give us a brief description of Take Ten?

Take Ten was started in 1975 by Ron Withrow. The first time Ron showed me a picture of a Take Ten store, I had to pick my mouth up. I was embarrassed that I had had such a negative feeling about game rooms. Take Ten was a very nicely-appointed entertainment facility. It was a place I would have taken my family and wouldn't have hesitated to take guests. It was very attractive and well-lit. When I started with the company there were eight locations. Today Take Ten has 22 locations all over the country. So I'd say this is what Take Ten is: family entertainment that concentrates on keeping that concept as a principle of operation. In other words, we don't base our daily operations on how

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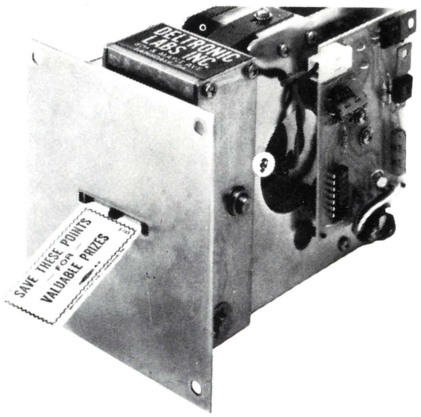

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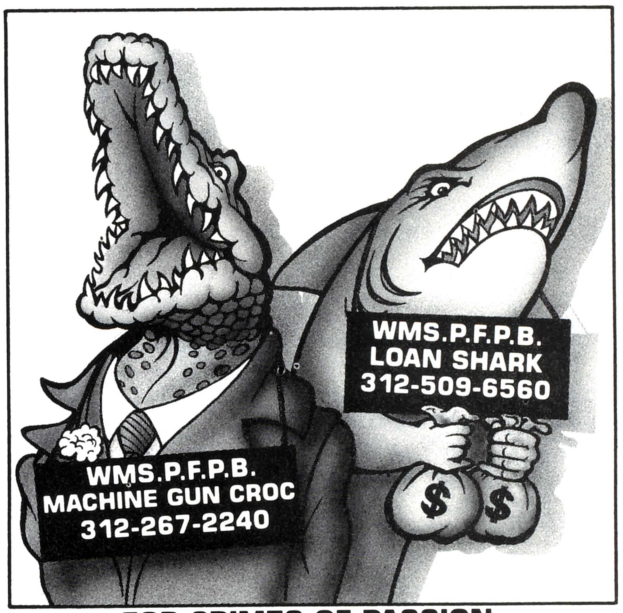

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The first Take Ten store in Charlotte — as it appeared 15 years ago.

be run, down to the smallest detail, it could cause problems later. You must help them understand the concept or you haven't accomplished anything more than having an "attendant" watching people come in and go out. There's more to it.

You need to share principles, goals, and how to accomplish those goals. The managers need to pay attention to their customers. For example, the little kid that has just used his last quarter but has been in every day. A good manager should know his customers well enough to know that the expression on the little boy's face means you give him a free play on a new game and he'll be back. You'll get that quarter back many times over. Little details like that make the difference. We, as a company, try to pay attention to the basics. That's where many fail. They lose focus of what direction they are heading. You can get so excited about growth, new equipment, and new opportunities for your company that you lose sight of the basics that made you successful to begin with.

big we're going to be someday. We're not out there to be the biggest. If some day we end up the biggest that's fine, but that's not our purpose.

What would describe as that purpose?

To operate what we have properly. We must make sure each location is profitable and controlled so we can grow as a company.

What are some of the most important factors in having a successful family entertainment center?

One of the most important things is not letting the details get away from you. Each little question or concern about a location should be considered important. If there is a detail that is not followed through on, it can cause problems later on. For example, if you haven't given one of your local management detailed directions on just what a family entertainment center should be and how it should

The same Take Ten location in 1989, with a more modern design that incorporates neon.

Do you think there is still public skepticism about the wholesomeness of family entertainment centers?

Yes, some. About three weeks ago, I opened my Sunday newspaper and there, plastered on the front page of the entertainment section, was a picture of a video game with the headline "Violence is Back!" The whole article was negative towards video games. It noted that years ago we were fighting aliens with a space gun, so people couldn't relate their violence to reality. And now we're chopping off heads or blowing people away. I think that people's negative opinions of the games contributed to the negative image of the center itself. And the "holes" that you didn't want your kids to go into didn't help. But today, we have evolved to where even the bad operators look better than they did 10 years ago. There is more acceptance today than what I saw eight years ago. But there's always room for improvement. I think all of us are working on that image problem more as a team than we were.

"We have evolved to where even the bad operators look better than they did 10 years ago."

Are location owners today more receptive to having family entertainment centers?

You still have to convince them that it's what they need. Some contact us recognizing the need for their mall. It's as though they think they might as well consider a family entertainment center, since they have already leased to a theatre and want a little more entertainment. When they approach you, they are either trying to find out if your concepts fit in with what they are trying to accomplish or, on the other side, trying to figure out how bad you want a location and what you'll be willing to do to get it.

Do you think the concept of a family entertainment center is going more toward chain operations like Take Ten?

That's hard to say. I think a lot of your large mall developers tend to think, "You guys are coming out of the woodwork." I have had that comment made to me before. I think it's because they remember back when everybody and his brother was operating. When times got tough "his brother" quit and you had "everybody" left. I think the developers look more to those operators who have weathered the storm, so to speak. These survivors have changed and developed a method of operation that is conducive to what's acceptable today and what the family is looking for.

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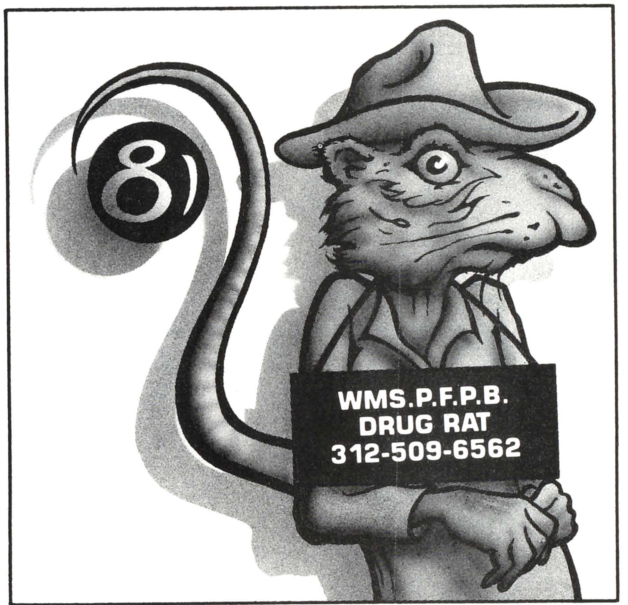

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I don't think any developer ever says, "This is the only company we will talk to." They have sorted out a group and are not going to put all of their eggs in one basket anymore. They think they got hurt before doing that: giving all the locations to one operator, and when that operator decided to change they didn't like that. Developers are evaluating who's doing it right and it's pretty much an attitude of, "We'll give you this one and you that one, and if any of you screw up then you'll lose your place." The ones that have never established any ground tend to be the ones operating the strip locations versus the enclosed mall locations.

What sort of research do you do when considering a location?

I can spend a day looking at demographics, looking at the area of the mall and trying to relate traffic and ages and all of that. But it all boils down to plain gut instinct; there is no formula. If anyone comes up with a pat formula, I would love to know it. I have taken all the statistics from a super-successful location, opened a new location with the same factors, and yet the new one is not as successful. Everything says it will be successful, based on one you have that is similar. However, it turns out you can lose your butt on it! It just requires good instinct.

I don't think there are any pat ways to say whether a location will be good or not. It reminds me of buying a game. When I am at one of the conventions trying to decide on my equipment, I can look at what everybody thinks is popular. I can listen to the manufacturers and distributors telling me that this is the game I have to buy. Then I relate the game to my locations and decide that I have got to have it. And it might not do anything! On the other hand, I may use my instinct on a game that I have a good feel for; sometimes I'm right and sometimes I'm wrong. It is exactly the same with locations.

Has the customer base changed in the past eight years?

Yes, it has. In the eight years I've been in this business, I've seen it change. When I first started it was mainly teens. Although we still cater to teens, they are not the prime audience anymore. The fact that they're not is for the simple reason that there are not as many of them. They are aging out. People aren't having as many kids as they used to, so the customers are getting older and more mature. We have to look for that older group and the families. In Take Ten we've seen that we are still attracting teens, but we are also attracting preppies, three-piece-suit people, and families; mostly families. That's because we are changing with the industry and have brought in different equipment. Again, we're not just a game room. We are an entertainment center.

What type of equipment are you referring to?

Basketball games, Skee-Ball, knock-downs, Whac-A-Mole, roll-downs, bowlers, super shifters, and things like that. We use a lot of novelty or redemption pieces.

"Going to the shows is not just looking at equipment but listening to people's concerns and complaints."

How about air hockey?

We've basically stayed away from it until recently. They had air hockey before I started, but it seemed to draw a bad element and they took up too much space, so it was taken out. However, I'm seeing now that either the bad element has matured or maybe it's just because our operation and the industry is different. It's more accepted to have air hockey. Also, our locations are operated in such a fashion that our customers know that a bad element is not accepted. We also have much larger stores than we did 10 years ago. I think air hockey will be a plus for us.

So video isn't making up as big of a percentage of your equipment?

No, even though it did at one time.

You talked about going to shows and trying to decide what to buy. What do you think about the choices you have?

Just relating to video, I think the choices are very limited. Well, I say that, but what I mean is that every video game manufacturer usually has a couple of games that are fairly decent. But going from one manufacturer to the next, it's hard to determine how different their games really are because the themes are usually similar. Once you've seen one kung-fu, you've seen them all. There are different marquees or cabinets but the plot is the same. This is nothing new. It's been that way for all of the years I've been here. One year it's all sports themes. Another year you have all punching or knock-out games like karate. Eventually each theme runs its course and we see a new one.

It's difficult because taking all things into account, it boils down to what it's going to cost. I've never gone to a show and come back with nothing. But I think there could be some change in the variety. The way it is now they could advertise that "this is the punching show" or "this is the sports show." Sometimes we as operators get a little disappointed because we are full of driving, sports, or punching games and we are looking for something different.

You talked about the newspaper article pointing out the violence in games. How do you feel about it?

Many times I have to turn down games because of the violence factor. Also, there is one pinball manufacturer that I talk with at every show. Although he may have a great pinball machine, I can't buy it because of the sexual connotations on the backglass. It's the same thing with some of the video games. Those that are graphically violent or even hint at things like rape or civilians against police or parents are out of the question. I have to be very careful.

We do a lot of advertising that promotes family entertainment, trying to

draw mom and dad into our places. You can have a nicely-appointed store where you've spent hundreds of thousands of dollars making it look pretty, but if parents see violent games it brings back all the old concepts that they had before. I don't think it's as bad as it once was. But I do have to turn down some games because of the theme or graphics. As more of us get into family entertainment, the more important it will become that games are not as violent. More thought needs to be put into what family entertainment is all about.

Have you ever had complaints about game themes or graphics?

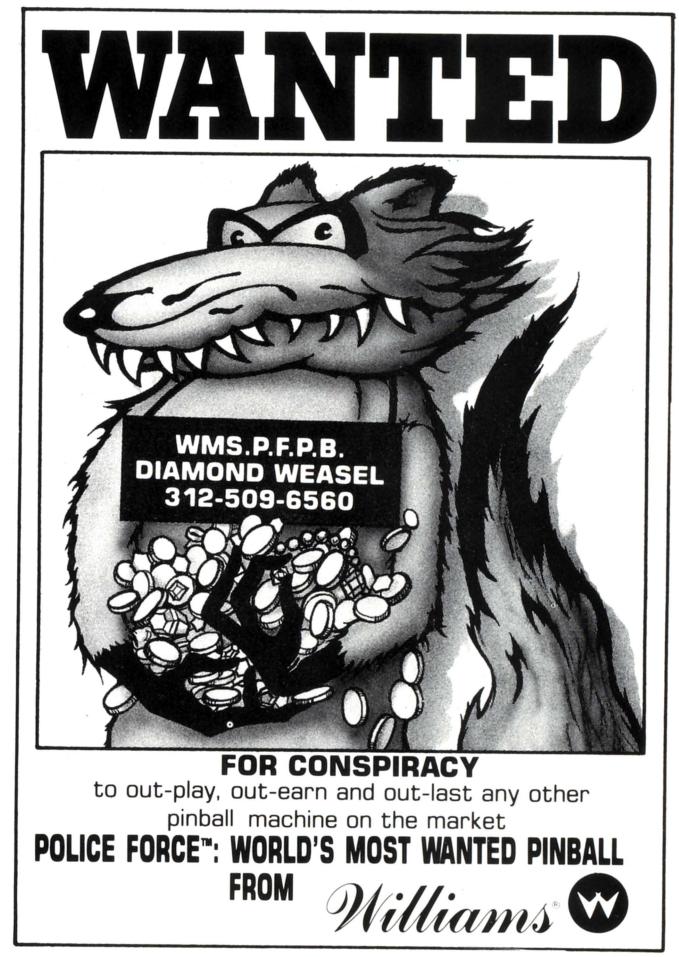
Yes, I have on one or two occasions where I took a chance on a game and hoped it wouldn't be noticed. But they were noticed. Take Ten has developed a certain reputation over the years and has many repeat players. We have kids that have grown up in our locations and are now bringing their kids. Parents have seen how we operate and expect a certain standard of operation. I've taken a chance on a game that is just making crazy money. However, if is violent or suggestive, I don't keep it very long. If I have even one complaint, it's gone.

"When considering a location, it all boils down to plain gut instinct."

Street operators have commented that there are too many arcade pieces and not enough street pieces. Since you are obviously shopping for the arcade pieces, how do you feel about that statement?

Anybody on either side will say there's not enough choices. However, the street operator probably is right. Right now they have been slighted more than we have. But it's because the mall locations have been expanding so much over the last couple of years and need the equipment to accommodate that expansion. We've been in some locations 15 or 20 years that are changing and growing; we're very conscientious about equipment.

The street operators can't use the novelty pieces. They can't put a Skee-Ball in a 7-Eleven, so we have an advantage there. I can see why they think that manufacturers need to pay more attention to some good street pieces. I hate to say this, but the Nintendo piece was a salvation for them. The street operator could buy one piece that does what we would have to buy 10 pieces to do. So to answer the question, I can see their point more than they can see ours. If I was in their shoes I'd be screaming, too. A lot of the new pieces just can't go into their locations.



Do you find that different areas have different games that do well?

Oh, yes. What fits in one location will not always be successful everywhere. For example, a location in a small North Carolina town with a small population just doesn't always support even the most popular games. You think you've got a game that will do well *anywhere*, and you put it in such a small town that it doesn't even pay for itself to be on the floor. I'll move it just 100 miles away and it does great. I haven't figured out why. Games in Utah may struggle and the same game in Alabama will do super. I can't explain it except you have to consider certain factors like whether you have repeat players, whether you depend on the impulse player, or whether you focus on tourist-type trade. There are so many variables that determine whether a game will be successful.

Have you developed a sixth sense about which games are likely to do well in certain areas?

Yes, what you do is develop a feel for your locations and who they attract. You have to spend some time at each one and see who plays and what kind of games they like. One location might go crazy over driving games and another won't. So you have to develop a keen sense of each location as though it were a child. You may have a little girl that loves green beans but your little boy doesn't. You've cooked them the same way, the kids were raised the same way, so why don't both of them like the beans? Each location is just like that and must be treated like an individual. That's where we make mistakes as operators. A game considered to be a hot piece by the whole market doesn't mean it's going to do great in every location.

Do you have some sort of formula for placing equipment in a new location?

You make a lot of mistakes when you first start. When I open a new location I try to have a good variety of videos that are broken down into themes like sports, kung-fu, driving, etc., as well as a variety of pins and novelties. That's the only way to develop that sixth sense on what those people will like. There's no formula, but you make an educated guess. One thing we learned by trial and error is that when you open a new store you don't need to open with all brand new pieces. If the area has never had a game room you're wasting your time and money to have all new games. They don't know what's new.

We open stores with a certain percentage of filler games. Of course, the older games today are newer than the older games 10 years ago. Our older games are only a year or two old now. We, as a company, have upgraded even those games now considered filler. For example, *OutRun* is considered a filler now. For that reason, locations will always have good equipment. We don't put out anything that doesn't look new, either.

"Manufacturers are more willing to communicate with us on the purpose of the games and to explain how to promote them."

When opening new locations, what things do you consider for the future?

When you were in my office you overheard me trying to explain to my contractor that the industry won't be the same 10 years from now, so I can't build based solely on what's happening today. I think the manufacturers believe that all I know is how to buy games. They don't understand that when I'm buying games I'm relating it to locations, growth, and where we are heading as a company and as an industry. I'm looking for the future at that point. When I'm building or designing a store, I'm actually relating that to what I learned at the last convention, like what games are coming out. When I design the store I want to make sure I can accommodate any change. You have to listen very carefully at seminars or to idle conversation. On the floor you're listening to what everyone has to say on where they think our industry is heading. For example, five years ago it was OK to open a location with an eight- or nine-foot entrance. Today I can't do that because a 10-foot simulator won't even fit in your store. The games are evolving, so you have to be careful. Try to look into your crystal ball and say, "This is where we are today. If we continue to change like we have over the past years, then five years from now what is the potential for change. Will games be bigger and can we handle them?"

My contractor is trying to build little walls to make everything look pretty. It's fine for now, but if it's not functional and can't be changed without major expense then I'm defeating my purpose. I also require floor outlets all over the floor, not just where I need them today. I may want the location to look different somewhere down the line. I think we get into a mold where we think we'll spend our whole budget buying a certain type of game because there isn't going to be anything new coming out. What's important is that you must be willing to change. That goes for anything— operations, management, the game industry, the location developers. We all have to be willing to keep up with what's happening in the industry so we can change with it and grow.

Do you design the decor of your locations based on what's popular?

A perfect example is neon. It's coming back. Here again we have to go a lot on instinct. One thing I loved about the challenge when I came into Take Ten was it's so changeable. You can go with what's hot today but you have to gauge whether it will be hot tomorrow. We're looking at long-term commitments, so you want to make sure it doesn't become stale. On all of our locations, even 15 years out, we have tried to design a look that could easily be updated. We can change paint or carpet or change lettering on the sign from canned letters to neon, but the actual design doesn't have to be changed. We design our locations so it's not a major expense to look new again.

Are promotions an important part of your business?

Very much. We require every location to do promotions every week. They have a list of promotions that they are required to do. One that all of us do is the good-grades promotion. Players get free games for good grades. We offer after-school specials, high-score specials, and many others. Sometimes the best promotions are on the spur of the moment. A manager may take a look at the crowd and come up with a promotion geared toward that crowd. For example, he may have a crowd of 50 people and decide on the spur of the moment to have a drawing in an hour. He'll put numbers in the hat and if a player is on a certain game he'll get a free pizza or a movie pass. Sometimes the little in-house promotions are the best.

How about redemption?

It's not a new concept, but it's finally getting some attention. We have ticket dispensers on all of our novelty pieces. We haven't put them on video games because we have never let our videos age out to where we felt they needed to be put on tickets. We have anything and everything according to what the law will allow. You have to be aware of what the local laws allow and operate within those guidelines. It's an advantage to a location to have a redemption center if it is run properly. You can build a nice redemption center with lots of pretty things, but if your people don't understand what they are supposed to do with it, or understand how to keep the percentages coming out where they are supposed to be to keep it honest and fair, then you're not doing anything but spending a lot of money that will come back and burn you. You have to learn about redemption by going to seminars or talking to those that are experienced in it before trying it. I'm the first to admit that I am still learning.

How important is it for those in the industry to attend conventions and seminars?

I think it's extremely important. When you get a brochure for a game, it may have all the information you need. But can you honestly sit there and read on paper all the statistics and make a decision without actually seeing it? I'll give you an example: someone said recently, "Cranes? Are people putting cranes in game rooms now?" That's obviously someone who doesn't pay attention and takes whatever is sold to them. You have to know what is happening to be able to plan. That's what the conventions are all about. You should have the purpose of finding out what's going on in your industry. It makes no sense to ignore a perfect place to find out what's going on. It's not just looking at equipment but listening to people's concerns and complaints. The manufacturers' questions are even important because that can give

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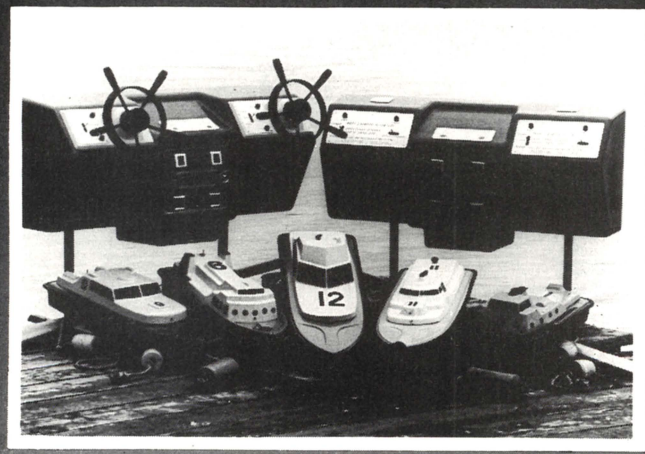

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you an idea about what trend they're thinking of.

In looking back and looking forward to the future, do you have any thoughts on what might be around the corner?

I get so excited about what's happening based on what it was like eight years ago. There were just plain game rooms. You just opened the doors and there were video and pinball machines. Someone would put a quarter in and if they had fun, fine. If not, you got the quarter anyway. It's not like that now. It's so fun and exciting to be in it. We have many more opportunities to have people come in and have fun. We are involved in a total family entertainment concept.

I know you've always said that communication is important. Can you explain?

Communication is very important, or communication with other operators without being afraid they will steal a secret from you. Eight years ago, if I asked someone what was a good game, they'd tell me the worst game because they hoped I wouldn't succeed. We are now more willing to talk honestly. I'd say we're all more professional. Even the manufacturers are making headway in the area of communication. They are understanding the importance of the operators' role and are willing to talk to us about it. They are more willing to communicate with us on the purpose of the games and to explain how to promote them.

"Five years ago it was OK to open a location with an eight- or nine-foot entrance. Today I can't do that because a 10-foot simulator won't even fit in your store. The games are evolving, so you have to be careful."

At Take Ten we concentrate on communication with our employees. You asked me what I do; well, I just try to help them. They help me and we all work together. I think that is the same thing that the manufacturers and distributors need to be doing. Maybe we as operators don't praise them enough for the input they really do give us. □

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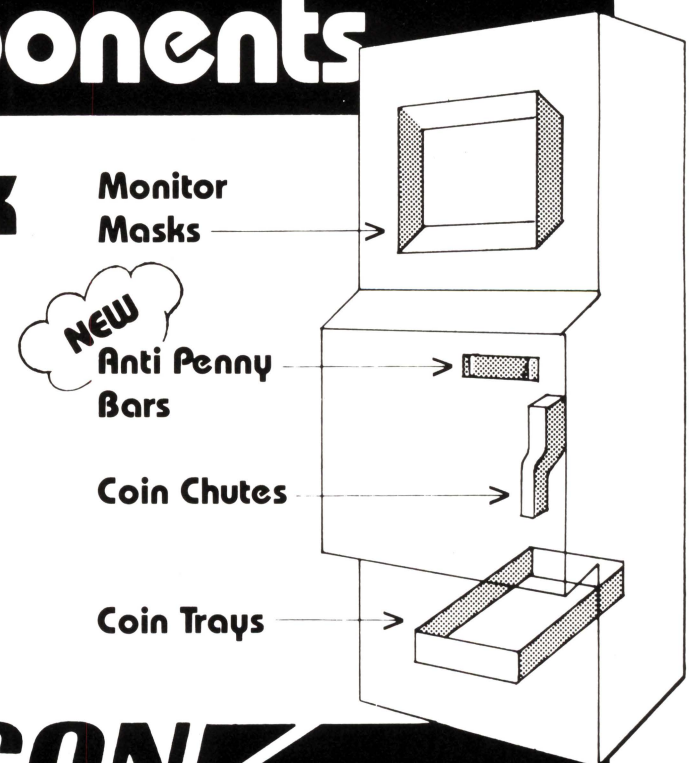

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Concerned operator from Illinois

Down and out in coin-op

I just returned from the Consumer Electronics Show (CES) in Chicago, which I always attend. But this year was different. This year I came away in a state of shock. I'm confused as to where our coin-op industry is headed, or even if it is going anywhere.

I know everyone says our business runs in cycles and we're at the bottom of one now. I hope and pray they are right. But from what I saw at the CES, the manufacturers we all pledge our support and money to for their equipment are not concerned with our business at all. We are only a stepping stone to the home market where they make their money.

I can't say I blame them. If I had a chance to make one buck or 1,000 bucks, I would go for the 1,000. Unfortunately, we are the same people who helped create this market for the manufacturers by placing their games where they would get the exposure and then demand for their product. True, they created the product. But we, the operators, put the games in locations where they could develop a following. It's the same as if the record industry produced all the records it wanted. It wouldn't do any good unless the songs were played on the radio or jukeboxes.

In the past, operators and distributors needed the manufacturers just as much as they needed us to survive in this industry. Now, they seem only to need us to test their games before they go into full production for the home version. I know this is not true all the time, but most of the time it is the case. Once in a while, we in coin-op will get the game *after* the home market. Examples are *Tetris* and *RoboCop*; the latter I saw at the CES in June 1988. I can only guess this happens when manufacturers feel they either have a really good game or have a movie they want to tie the game title into while the movie is still hot.

As an operator, I would not mind the practice of using operators to create a market for home games. Just please be fair to us. We helped make your business; help us keep ours. We have to make a living. We need longer lead times. Even when manufacturers say operators get six months, that is not long enough. We need at least 12-18 months lead time.

Manufacturers cannot count lead time from when they release the *first* game. Most of the time we don't get all our games at the same time. For example, the West Coast got their *Super Off Road* at least one month before we in the Midwest got ours. And then it was one this week and another one next week. Give us 12-15 months after you produce the *last* one, not the first one. Let's be fair. Manufacturers with big mall arcade chains may be able to make their money back in six months, but the normal operator cannot.

Sega displayed its new Genesis home system at the CES. I kept hearing representatives repeat that it is the best system, and that all their games for the system play, sound, feel, and look *exactly* like the coin-op version. Not close or pretty good, but exactly. If two people have this system, they can call each other on the phone and play each other without ever leaving home. What an idea! If it's raining or dark outside and you can't go play a game with a friend, you just call him.

One of the big things we had going for us was competition. Manufacturers have taken that away from us. The kids and adults can now stay at home, grab some snacks and soda, sit down in an easy chair in front of the TV (maybe a big screen TV), and pick up the phone to play some games. Forget the arcade or convenience store. This is more fun, comfortable, and they can save game money for a movie. There are even jacks to plug in your home stereo system and headphones. *Altered Beast* sounded unbelievable on this home system.

Speaking of saving money, where do manufacturers get off charging us so much for games? I keep hearing about R&D costs. Are these costs to make a good game for the operator, or for the home market? How can they sell the same game for the home for about $30-$50 and it costs operators $1,500 for the kit?

I bought dedicated units and kits of the new game *Golden Axe*. As dedicated, the game comes in a cabinet priced on the lower end. Operators, let's put this game together ourselves. Use a cabinet priced on the upper end that has formica sides and a drawer system (approximately $675 for lots of 10) for $700 with shipping. Add joysticks, buttons, overlay, marquee, etc. for $150. That's a total so far of $850. Now, let's buy the Genesis system that comes with *Altered Beast* free. Let's say the system costs $250. It may be a high figure, I'm not sure. So for $1,100 total we have a brand new game with extra parts left over (home system controls). Not only this, but tomorrow I can change this game to *Golden Axe* or whatever for probably $50. You can't beat that. So for that *Golden Axe* kit I just bought for $1,500 I could have gotten a whole game with probably about eight extra games that play, sound, and feel exactly like the coin-op one I just bought.

Some of the games coming soon for the Sega home system are: *Golden Axe, Super Turbo OutRun, Crackdown, Scramble Spirit, ThunderBlade, Walter Payton Football, Dead Angle, Dynamite Duke, Double Dragon, Enduro Racer,* and more.

Nintendo also had a large display with all our other favorite manufacturers in their area. Games coming out on their system include: *Super Off Road* (four-player version), *Cabal, Ninja Gaiden, Quarterback, Strider* and *Willow* (these I haven't even gotten yet from Capcom), *Tetris, 720 Degrees, Double Dragon II, Super Sprint, P.O.W., WWF Super Stars, 1943, Sky Shark, Bad Dudes, Operation Wolf,* and more.

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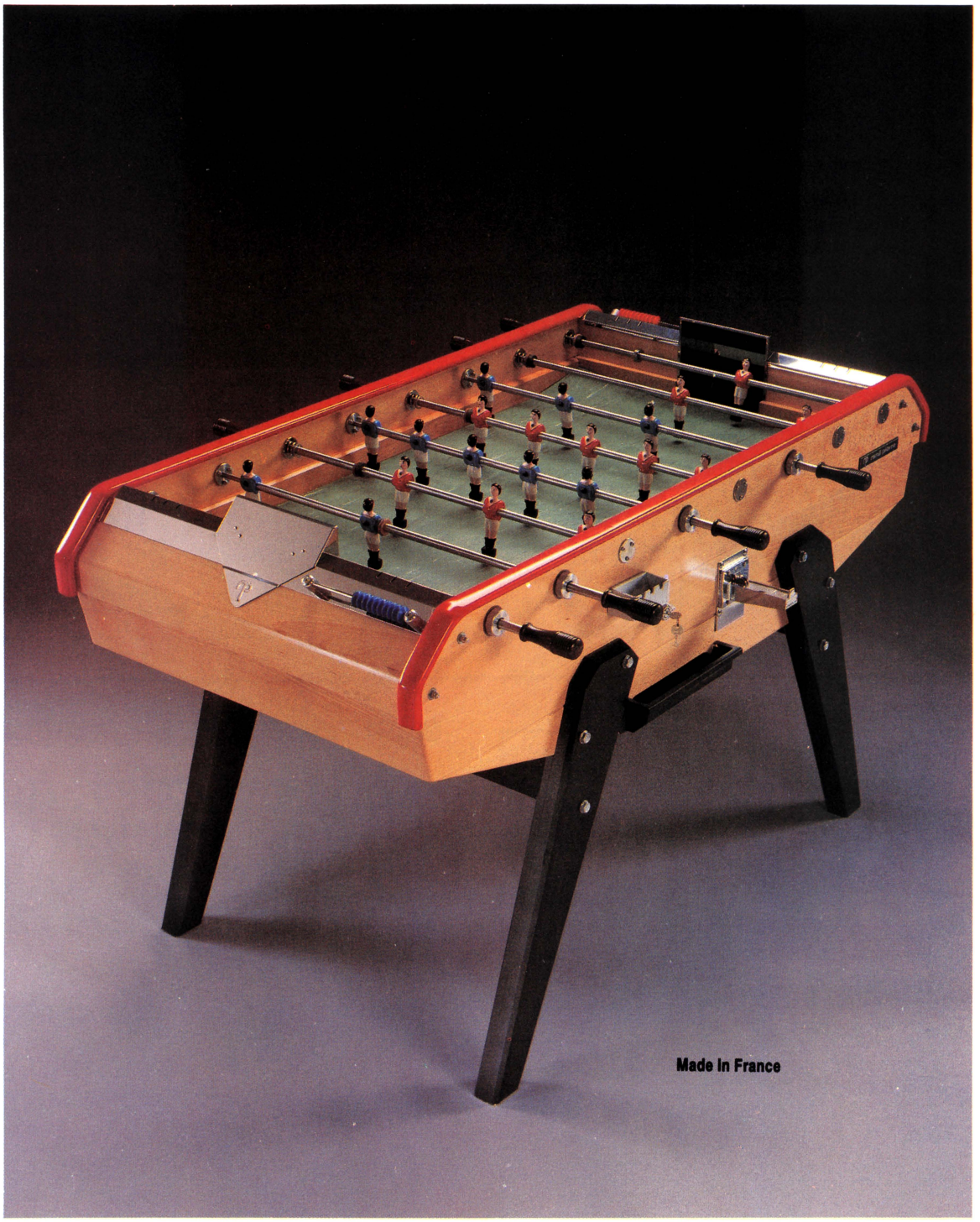

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It was funny to see how many dedicated coin-op games were standing in the booths to show buyers how good the home games are compared to the real thing (coin-op).

Everyone wants to use operators to create this market, but no one wants to give us a break. We supported them in the boom and in the crash. We need their help now. We can't compete with them. Not all of us can put up these multi-million-dollar entertainment centers in malls. We keep hearing rumors of new ideas and technology to help us, but where is it and what will it cost?

I have been in this business for over 15 years and operate almost 1,000 pieces of equipment. I hope to be able to be in it for a long time, but at this rate I won't be able to afford it. I'm even seriously thinking about going into retail sales or home games. Then I will have to compete with K-Mart, Sears, and Wal-Mart in price wars.

All manufacturers, please review your release date policy and give us good games at fair prices like you do the rest of the world in coin-op and the home market. I love this business and hate seeing my livelihood being destroyed and not having any control over the situation.

I'm not looking for games priced at $50-$100. Then we'd have every Tom, Dick, and Harry in the business like we did in the boom. I expect manufacturers to make a buck. Just give us enough lead time to recoup some of our investment, and price games competitively.

Most of all, make coin-op games something better and different. Make it worth the while for a family to go out to the arcade and have some fun instead of turning into couch potatoes. The record industry did this with CDs. To get customers to buy them, sometimes one extra track is added that's not available on records. Give us that extra. When manufacturers bring out the exact same game for the home, kids, and parents think the games in arcades are the same. They don't realize what we paid for them (a lot more than $50).

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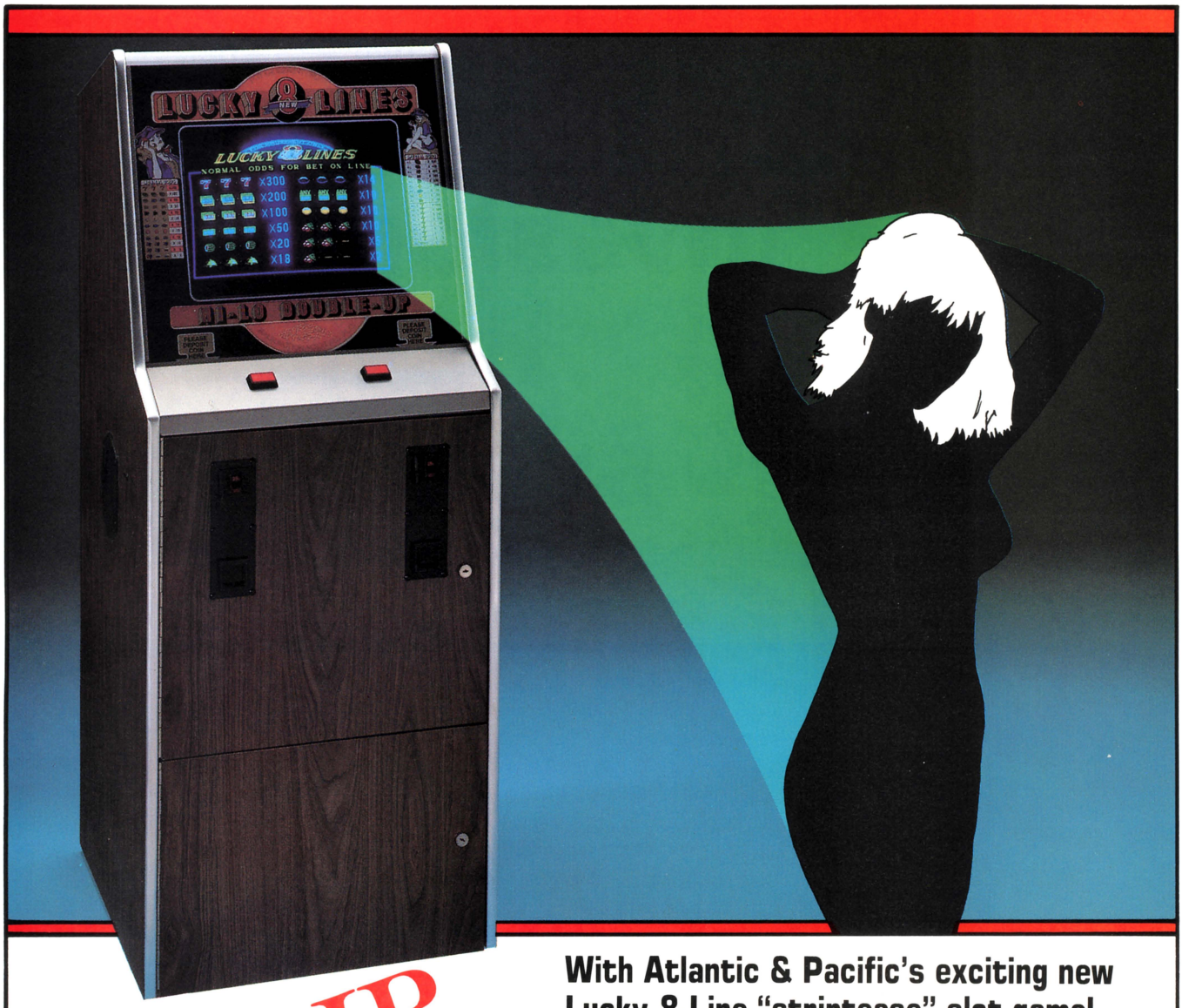

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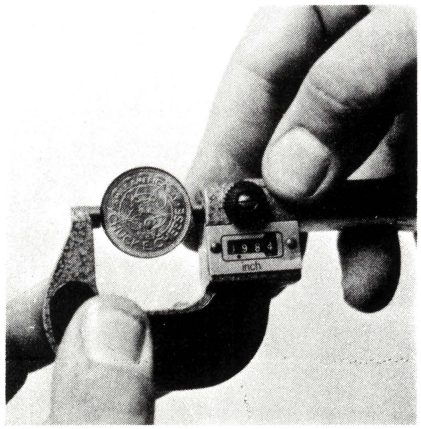

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GUEST COMMENTARY

Louis Boasberg,
New Orleans Novelty Co.

Invasion of the home snatchers

For quite some time I have defended the manufacturers who made home video games as well as the coin-op version. I have written and said on numerous occasions that home games did not compete with the thrilling games that appeared in the coin-op marketplace. This was true a long time ago, but not today; when home games have reached a high degree of sophistication and perfection.

Everything is home games. We see it on TV, we read about it in magazines and newspapers, hear it on the radio, and see it in the toy stores and video rental outlets. And what is the answer to all of this? Perhaps, if we can beat 'em, we'll join 'em.

A number of operators around the country have talked a few video stores into letting them install a *Play Choice-10* in their video departments to advertise the games and let players try out home games before purchasing or renting them. It is only an experiment and a partial remedy. Soon, home amusement attractions are going to take over lock, stock, and barrel.

The home amusement industry does not necessarily mean home video games only, but includes movies (regular and X-rated), high-tech home music systems, and all kinds of cassettes, from exercise videos to help improve your health to book cassettes that impart culture by reading the latest novels for you. All of these attractions, together with cable television, good food and drink, keep men, women, and children close to home and fireside.

The only real answer in the future is better and more attractive coin-op games for the arcades and street locations. Let the manufacturers build up their research and development, especially here in America. And let the designers, whether American or foreign-born, study up on all periods of ancient and modern history. Let them study all types of literature, movies, theatre, finance, business, Wall Street, sports, Mom, and apple pie. All are fit subjects for video games and flippers.

The Oriental mind and astute business ability have given us some great and super equipment. But it is about time we deviate just a little, if only for a change of pace. Let the manufacturers build games so clever, so intriguing, so fascinating, and so different that everyone will run away from home just to play these games. If this be war, let us make the most of it. I say to the daring manufacturers: "Man the barricades or the home snatchers are going to take over and you will no longer be laughing all the way to the bank; we will all be crying on the way to the poor house!"

Please do not misinterpret this commentary as a condemnation of any particular company. How can any of us condemn success? But it may be possible with brains, hard work, and imagination, to beat the home games at their own game. □

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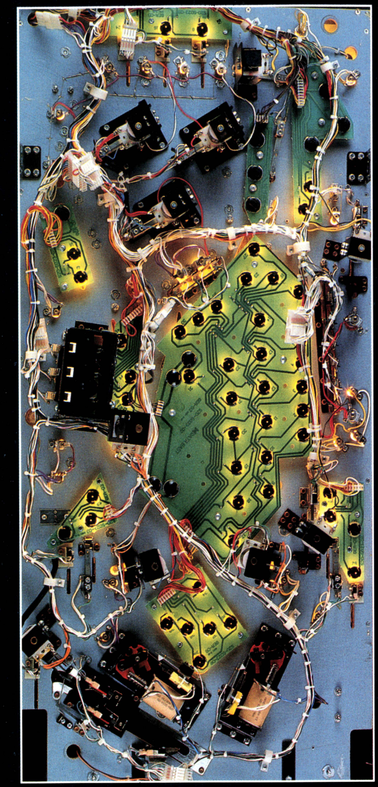
PLAYBOY

35TH Anniversary PINBALL



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A look at the foreign coin-op industry

Play Meter's August 1979 issue was devoted to the state of the foreign industry. Publisher Ralph Lally said in his editorial, "We address this issue to all the operators, manufacturers, and suppliers in foreign countries who really should not be considered foreign at all, but rather industry brothers, who share similarly the problems and rewards of the entire business."

Alca Electronics' Michael Green was Play Meter's coinman interview. He was referred to as "the best-known Briton on the international scene." Michael told our readers that the strength of the British market was slot machines. "The opening of pubs to slot machines meant a big boom in the sale of phonographs and pinball machines."

David Snook, editor of Coin Slot magazine, said in an article titled "All the World's a Playground" that "Every country has its preferences. Why don't the Americans, for example, stop treating slots like a slightly unsavory black sheep of the coin machine business and grab the opportunity to add a major line to their machine range? Why do the Germans permit a situation where they are allowed a couple of slots per arcade? Why don't the British kick the crazy law that insists that a pinball machine is a gambling device?"

An article called "England's Jukebox Woes" examined the reason why it was foolhardy to use British standards to increase American jukebox royalties. It seems that the Copyright Tribunal felt like this: "If European operators are capable of paying licensing fees of $50 to $100, then American businesses ought to be capable of doing so." Unfortunately, although British operators were paying $75 per machine, they couldn't afford it. "The jukebox industry in Great Britain is one of the following: (1) desperate, (2) dying, or (3) dead," the article pointed out. The number of jukeboxes in England declined from 42,000 in 1975 to 36,000 in 1977. The trend was clear.

Japan was invaded by *Space Invaders* 10 years ago. Statistics showed 200,000 games in Japan with a projected 500,000 by the next year. The game became a national scandal of sorts. The police were concerned by increases in juvenile delinquency, which, according to reports, were caused by the game. They ordered an investigation. Japanese newspapers carried reports on cases of delinquency and stated that about 250 school children were placed under protective police guidance and custody to keep them from playing *Space Invaders*. The National Amusement Industry Association in Japan, acting on complaints of the game, tried to voluntarily restrict customers aged 15 and under who were not accompanied by parents.

In other industry news from August 1979, ICMOA was successful in halting a measure to increase license fees on amusement games; AMOA had collected a mere $68,000 toward the goal of $250,000 for its legal fund; Bob Breither resigned from TJM Corp.; Pizza Time Theatre signed a management agreement with Topeka Inn Management to co-develop 285 restaurants; a large pinball operator from Seattle, Wash., was nabbed in a raid in the New Orleans French Quarter, accused of paying bribes to undercover police and federal agents; Steve Kordek received a special achievement award from Williams; Bally vowed to fight a regulation set by the New Jersey Casino Control Commission that limited a casino from buying more than half of its slot machines from one company; and Dave Rosen of Sega and Tom Stroud of Cinematronics announced a licensing agreement whereby Sega would be producing *Starhawk* and other games for the Japanese market.

New products introduced 10 years ago included *18-Wheeler* by Midway, *Totem* from Gottlieb, *Crash* from Exidy, and *Max* from Rock-Ola. □

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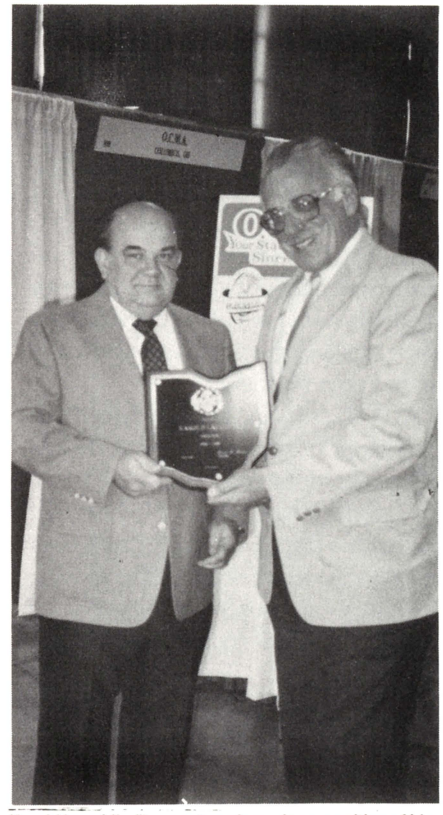
Ohio claims success at 15th annual show

Beverly Circone assists a youngster at one of the many new pinball machines displayed at the expo.

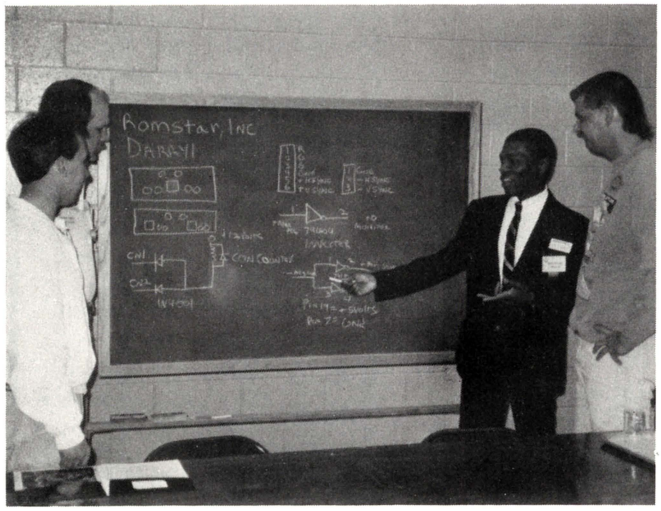
With the theme "The Winning Combination," the Ohio Coin Machine Association hosted its 15th annual exposition. The show began with a golf tournament won by Bob Miller of Shaffer Distributing and featured a Casino Night that evening. Attendees gambled to their heart's content and spent their hard-earned "dollars" on various prizes.

The seminar program was one of the best, according to show sponsors. Over 70 operating firms attended management/marketing, technical, and how-to seminars.

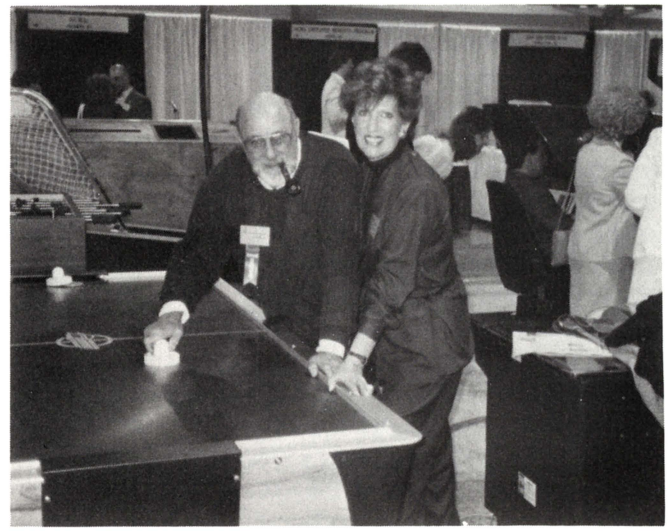
The exhibit hall was opened during seminars for members of "Kids 'N Kamp," a non-profit Columbus organization for children who are suffering from various forms of cancer. Program director Bev Circone, wife of OCMA director Nick Charie-Circone, was pleased to have the kids spend two hours having fun on all the games. The association thanks all of the exhibitors who left their machines on "free-play" for these special kids. □



Harold Laughlin (l) accepts a plaque in recognition of his serving on the board of directors from Paul Corey.



Darryl Williams, senior technician at Romstar, reviews some insights during one of the seminars.



OCMA director Carl Brown and his wife Nita discuss the finer points of air hockey.

Gentlemen, start your adrenalin.

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Super Monaco GP is as close as most people will ever get to grand prix racing. If you have the nerve for it, you can race wheel-to-wheel through the streets of Monte Carlo with the world's hottest open wheel drivers. But be warned, Sega has taken simulator technology to the ultimate with a new Air Drive Suspension system that hammers drivers with every high speed turn, bump, and power drift. And an innovative monitor magnification system powers images to life-like proportions.

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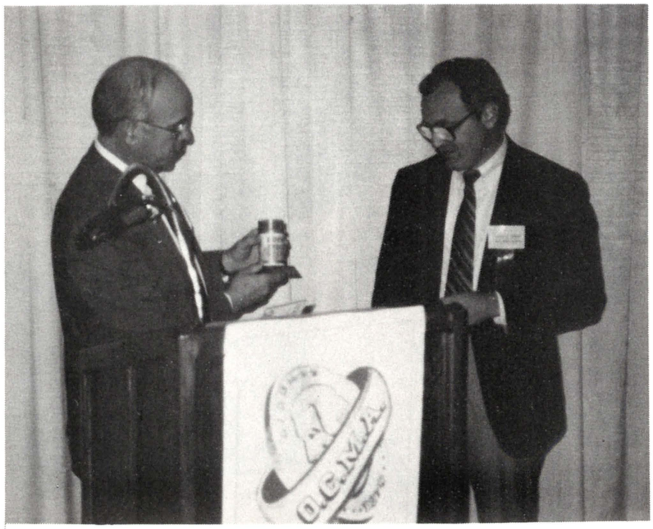
(l-r) Dick Gilger, Bruce Homier, Bob Miller, and Mike McGrath enjoy the sun on the golf course during the golf tournament.

Seminar rooms were filled to capacity.

OCMA opened the exhibit floor to the "Kids 'N Kamp" group shown here.

Rowe's Joel Friedman (l) and Len Budner host a seminar on the sales and marketing techniques of the CD jukebox.



AMOA president Clyde Knupp (l) presents an original phonograph record to OCMA president David George for his hard work and dedication to the industry.

OCMA executive director Paul Corey (l) presents an award to Willard "Smoky" Walton upon leaving the board of directors.

Foosball tourney draws crowd

Foosball players from all over the country met in St. Louis for the Masters Tournament sponsored by Tornado. It marked the first Tornado sponsored event in the St. Louis area. The downtown Clarion hosted the excitement as 871 players competed in 15 different events.

The winner of the Master title was Tom Spear of Colorado. In addition, of the 22 placing positions in the tournament, 14 of the winners were from the Rocky Mountain state.

For more information on future Tornado Promotion tournaments, call Dave Courington at (207) 583-6217. □

Tom Spear concentrates on this critical game on his way to winning the title.

Tom Spear of Colorado was winner of the Master title.

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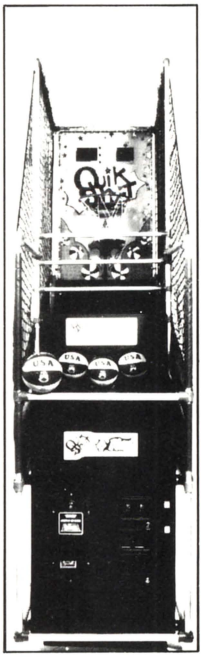

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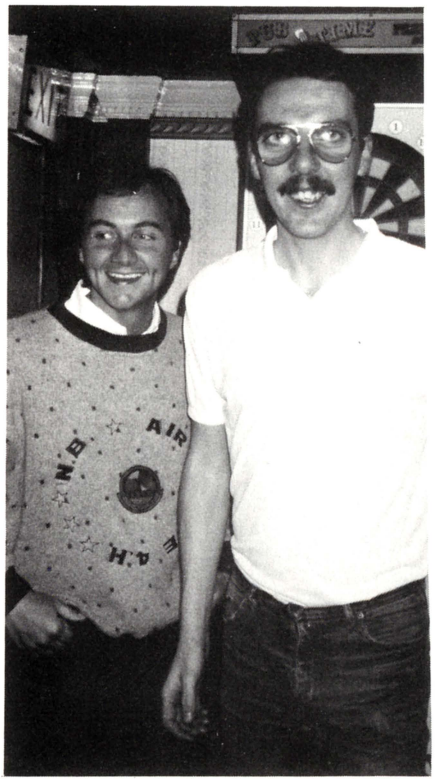
Merit makes its mark in Liverpool

The excitement was electrifying.

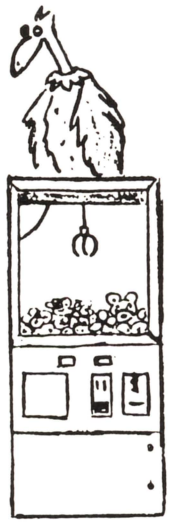
The Liverpool, England, area final of the Whitbread-sponsored Merit soft-tipped darts promotion came to a poignant end on Wednesday, April 19, when the competition was won by the best friend of a Hillsborough disaster victim.

The event was organized by Merit's United Kingdom distributor, Dial-A-Deal, in conjunction with Whitbread, which put up prize money.

The final took on a special meaning. A member of the Blue Anchor team was killed the previous Saturday. His best friend, Dave Harrison, took his place and with Helen Evans emerged the winners. □



Steve Robbins (l) with the manager of the winning bar, The Blue Anchor.



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Pub Time's German National Championship

Competitors form all over Germany Germany came to the Frankfurt Queens International Hotel to rival for the honor of German national champion.

T.V. Tuning Electronic, Merit's Pub Time distributor in West Germany, organized and sponsored the championship, which featured match play on Pub Time Premier dart machines.

Cash, prizes, trophies and certificates were awarded to the top players. The grand prize was four tickets to Las Vegas and the opportunity to compete in the AMOA-National Dart Association International Team Championship.

"This was a very exciting tournament, full of high-class matches," said T.V. Tuning's Reymond Safft. "We are very pleased that we have a female champion this year and are proud that she will be representing us as part of the German championship team at the NDA," he added, referring to Michaela Ohm, winner of the 301 event.

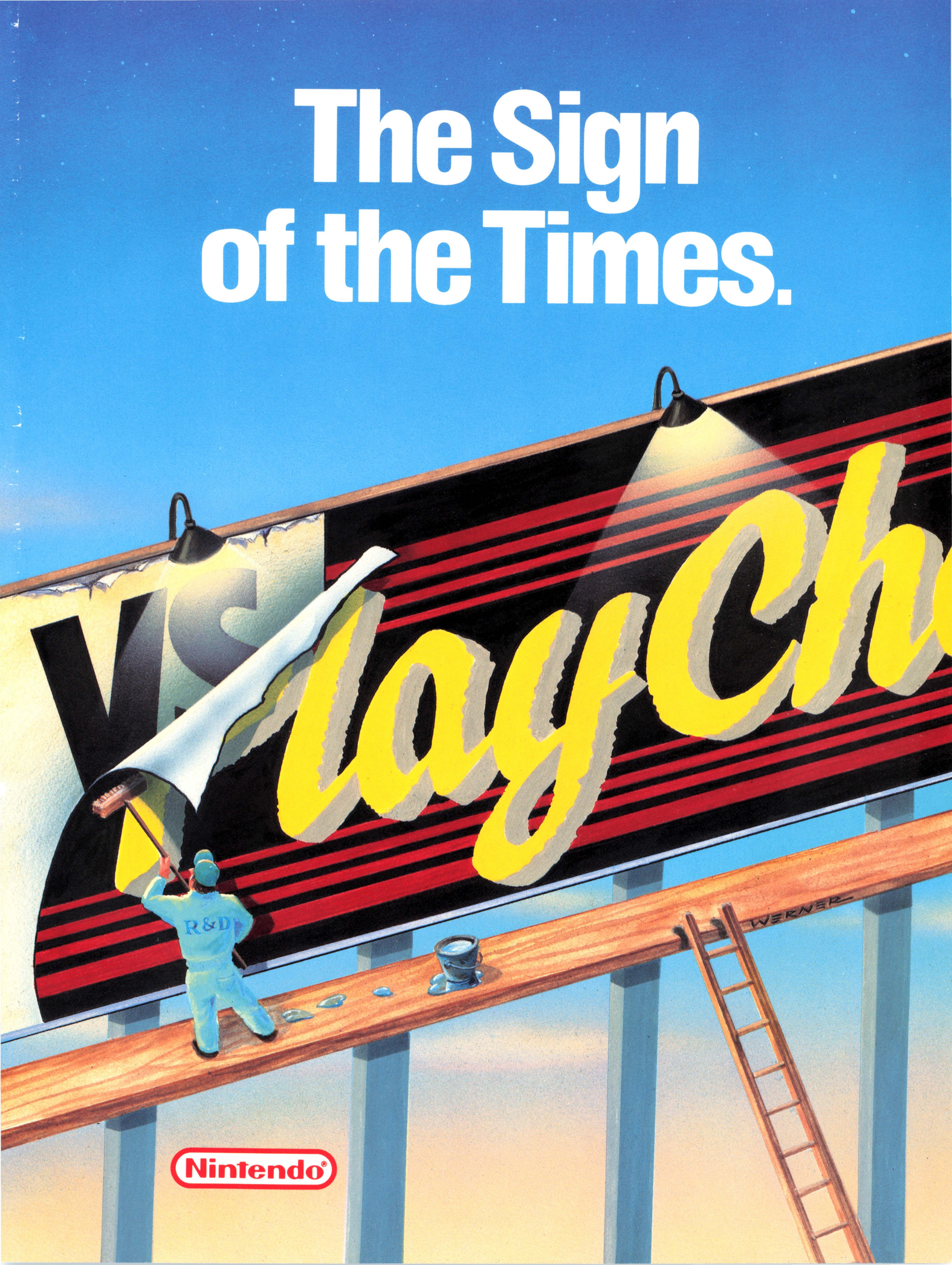
Winners of the 301 Doubles event were Karl-Heiz Eink and Andreas Wolter. □

Winners of the German National Championship.

"West Germany vs. the World" was a special promotion with the West German team at the Merit booth during NDA in Las Vegas.

Two members of the German national team, Detlef Schaefer and Peter Gamb, at the NDA in Las Vegas.

The Sign of the Times.



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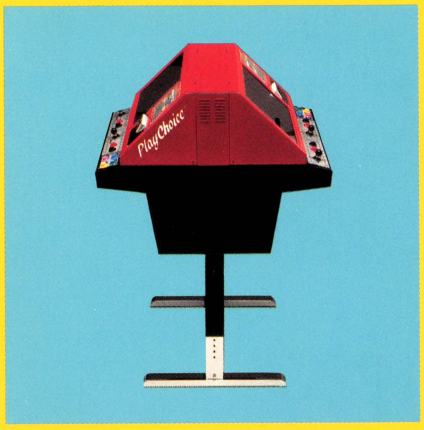
And that's the kind of change that will work wonders for your collections —especially in a single-game site or limited-space location.



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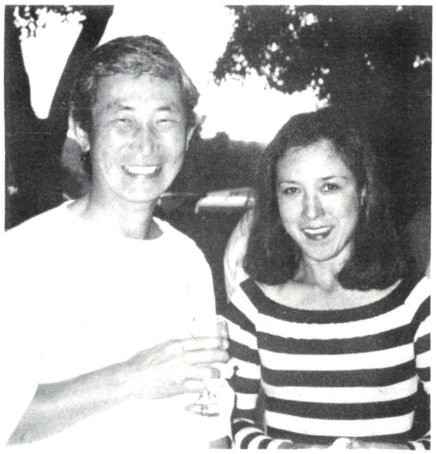
Business and pleasure for the Nintendo family

Nintendo's recent distributor meeting held in Laguna Niguel, Calif., brought Nintendo's family of distributors together for three days of pure enjoyment. Al Stone, Nintendo's vice president of marketing, said it was the best meeting in Nintendo's history, socially and business-wise.

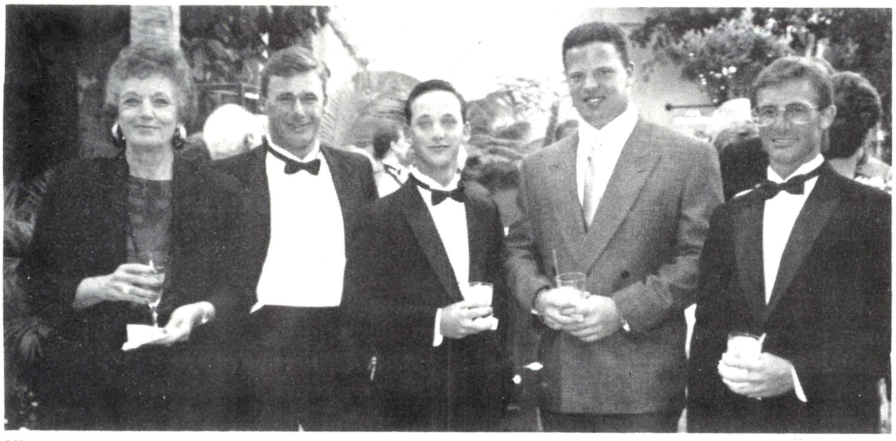
"We were amazed at the number of orders we took," he said. He explained that Nintendo had about 40 distributors represented. Many brought their families. "Our distributors feel like they are part of a close family," he admitted.

Though the weekend featured a lot of fun, there was a serious side also. Nintendo is introducing six new games for the Play-Choice system, three of which are being offered long before they will be available for the home. "We could make a lot of money offering *Super Mario III* for the home right now, but we want to stress our support of coin-op. So the home version will not be available



Mr. and Mrs. Arakawa seemed pleased with the meeting.

It looks like Al Stone had some competition for best-dressed! (l-r): Nintendo's Howard Lincoln, Art Gallagher, Mr. Arakawa, Jerry Monday, Al Stone, Darlene Kindler, Linda Weber, Mike Minor, Chuck Arnold, and Pete Walton.



All dressed up with *somewhere* to go are (l-r): Maryann Gallagher, Jay Gallagher, Mike Schuler, Jonathan Kleiman, and Dennis Dove.

Nintendo's Jerry Monday talks to a group of operators.

until at least March of next year,'' emphasized Stone.

''Operators have asked that the coin-op version be introduced first—and we have listened!'' *Fester's Quest* and *Teenage Mutant Ninja Turtles* will also be available only for the Play-Choice for at least six months. The other games introduced for the system are *Ninja Gaiden*, *Tecmo Bowl*, and *Pinbot*. Stone explained that these last three games were licensed from a third party, so Nintendo has no control over when they are introduced for the home.

Distributors reactions to Nintendo are favorable. Said David Gilfor of Active Distributing, ''Nintendo is a good buy for operators. It's a long-term investment compared to the quick flash-in-the pan games. If operators upgrade their systems with the new software, they will increase collections dramatically. I don't see how they can go wrong.'' Gilfor also believes that Nintendo is dedicated to the coin-op industry. ''That's where its roots are. I believe Nintendo will continue to support coin-op and its distributors will continue to support Nintendo.''

After presenting ''Distributor of the Year'' awards to Atlas Distributing of Chicago and Brent Leisure of London; Mr. Arakawa, Al Stone, Linda Weber, and Pete Walton were presented ''keys to the city'' of Memphis, Tenn., by Scott and Jack Sammons of Sammons-Pennington. They were made honorary city council members of Memphis.

Those that played in the tennis tournament will be going back to their courts to practice after being beaten by a 12-year-old, Jason Haim! Floyd Taylor of H.A. Franz and Mr. Arakawa were the winners of the golf tournament, while Rubin Franco won the newly-created award for best-dressed on the golf course. □

From left: Mike Minor, Maki Arakawa, Darlene Kindler, and Fran Minor.

Dressed to kill are, (l-r): Carl Fedder, Sue Monday, Bev and Rich Babich.

Lou and Harriet Singer (r) with Nintendo's Chuck Arnold (l) and Al Stone, who seems to be wanting to tell Lou something funny!

From left: Leah and Ira Bettelman of C.A. Robinson with Mr. and Mrs. Morris Phia of Greater Southern.

What's small in height, but big on features?

Introducing the Lo-Pro™ from Jaleco.™ It stands only four feet tall, but it's packed with fantastic features for you and your players.

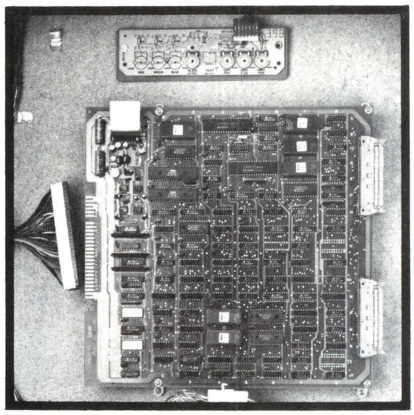
Players will be dazzled by the visual impact of the 19″ Wells-Gardner universal monitor. It's quickly converted to either horizontal or vertical play by unscrewing only four easily accessible bolts.

Standard JAMMA cables and connectors make conversion to a new kit simple. A universal control harness fits any 1, 2 or 3 button game that uses 1 or 2 joysticks. Unlike other cabinets, Lo-Pro lets you complete all conversions in front, with no need to remove back panels. Dual speakers offer players stereo sound and excitement.

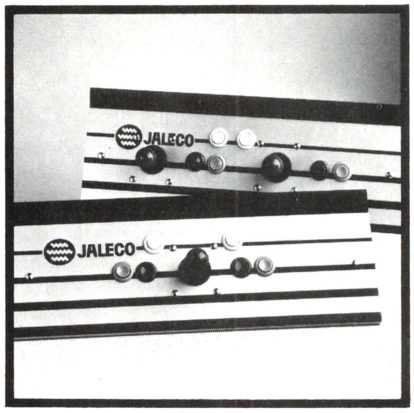
Custom designed and assembled using screws and hardwood cleats, the Lo-Pro offers years of dependable and durable service. For more information, contact Larry Berke.

- 19″ Wells-Gardner Universal Monitor.
- Horizontal and vertical overlays.
- Converts quickly by removing 4 bolts.

AVAILABLE WITH 25″ MONITOR!



- Standard JAMMA cable and connectors fit any compatible PCB and universal control panel.
- Monitor adjustment board mounted in drawer for easy accessibility and adjustment.



- Two blank panels included for 1 or 2 joystick controls. Joysticks and buttons not included.
- Panels slide in or out by removing 2 bolts.

JALECO™

Jaleco USA, Inc.
5617 West Howard
Niles, Illinois 60648
(312) 647-7077

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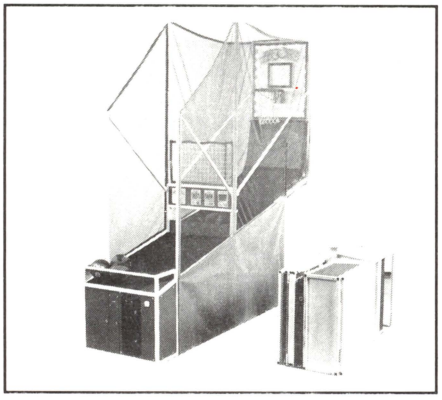
Sports Games

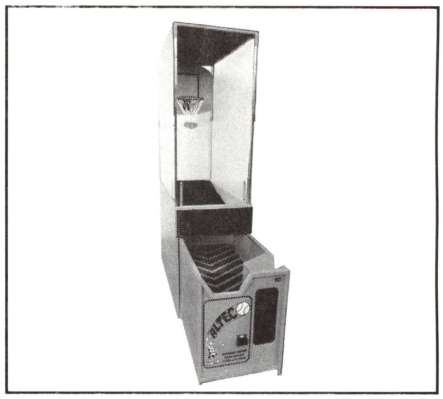


Hoops
Adastra

Features: Folds up into a self-contained package; easy transport; one-man set-up in less than 30 minutes; length and height are adjustable; the game is made of welded steel; two-player, photocell scoring; built-in light chaser and backboard lighting.

Fall Buyer's Guide

Just in time for autumn game purchases, our Fall Buyer's Guide will direct you to all the available equipment in the categories of sports games, cranes and rotaries, novelty and redemption, specialty, table games, pay phones, and kiddie rides. Operators recognize the importance of diversifying and continue to turn their attention to solid equipment that does not require time-consuming rotation.

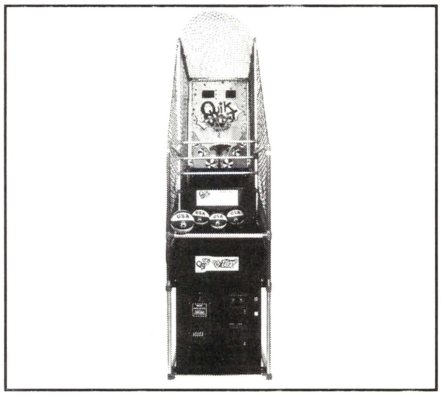


Altec Basketball
Altec Mfg.

Features: Adjustable playing time and price of play, optional ticket dispenser and bill acceptor, dual coin mechs. Adjustable height up to 10' high x 10' long x 30'' wide. Comes with five basketballs.

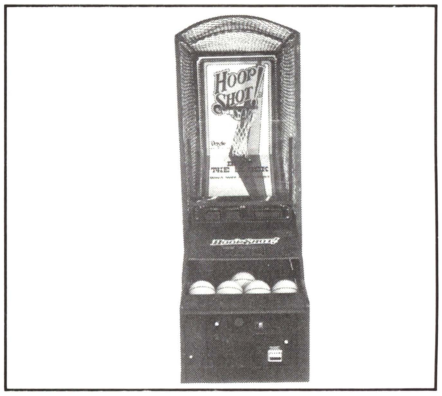
Big Hitter
Betson

Features: A coin-op driving range with lively sound effects, safety netting, operator-adjustable pricing, optional scorecard printing, 3' x 5' backglass, and digital display for distance and high score. Size: 14' x 8' or 14' x 13'; 10' high.



Quik Shot 4-Player
Design Plus

Features: Galvanized steel frame, three-digit score, bonus game score, large LED readouts, fast ball return, tamper-proof gate mech, and large coin box. Adjustable game time, bonus, and height of 8' 6'' minimum; coin mech for two quarters.

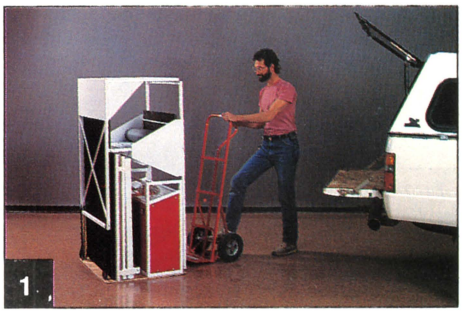


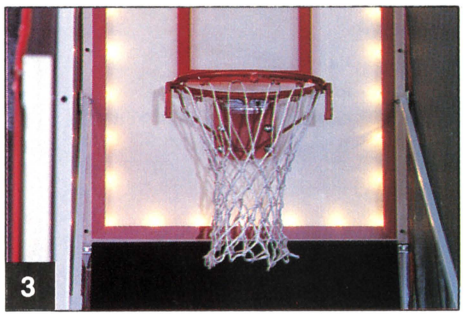
Hoop Shot! Gold
Doyle & Associates

Features: Top grid panels for safety; lighted backboard; tamper-proof gate design that adjusts for ball size; high-impact netting grid panels; the steel frame breaks down into eight major parts; measures 34'' wide x 9' deep; height adjusts from 7'6'' to 9'.

HOOPS

The Famous Fold-up, Adjustable Basketball Game





WHAT GAME HAS HELD ITS PLAYER APPEAL FOR NEARLY 100 YEARS?
Easily played alone, or in friendly competition, basketball has proven to be a big winner in many locations. However, problems of size, reliability, and installation time have discouraged many operators.

THE UNIQUE DESIGN OF THIS GAME WILL REVOLUTIONIZE THE OPERATOR'S USE OF COIN OPERATED BASKETBALL GAMES.

In addition to the three knockout features highlighted in the photos, the game offers many important benefits including:

- Sturdy, all-metal, welded construction with transparent fiberglass screen side panels for long lasting good looks.
- Highly reliable, shock mounted microprocessor-based electronics.
- All games have two-player scoring & unobtrusive sound enhancement.
- Coins-per-play, game time, replay level, etc. are operator settable.
- Resilient acrylic backboard with heavy duty custom hoop.
- Attract mode light chaser automatically switches to steady backboard lighting for play in dim locations.
- Optional bill acceptor, ticket dispenser.

Putting the operator's concerns first has produced a game that, though a bit more expensive, will provide many years of value, service and earnings for the discriminating buyer.

$2495

1. GAME FOLDS UP!
The entire game folds up into a self-contained package measuring an astonishing 5' x 2' x 32". Problems with storage and transportation are obviously minimized. Best of all, since the folded game fits through any door, one man can easily install it in under 30 minutes.

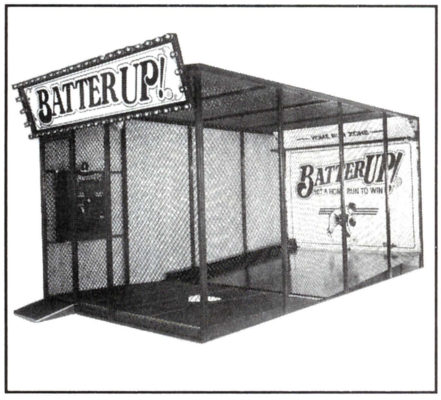
2. ADJUSTABLE LENGTH AND HEIGHT
Now you need only one game for all your location situations. This game is adjustable in both length and height from a compact 8' x 8' game to an impressive and challenging 10' x 10' set-up. Any combination of length and height (in 6" increments) is easily set. Adapt to a new size for your next location.

3. DUAL BEAM PHOTOCELL SCORING
Players particularly appreciate the dead-accurate photocell scoring and fast, smooth action of this game. (No ugly plastic ring hanging from the hoop net to break or slow things down.) The accuracy and consistency of scoring is especially conducive to league play.

ADASTRA, INC.
8345 West 16th Ave.
Denver, CO 80215
(800) NET-HOOP

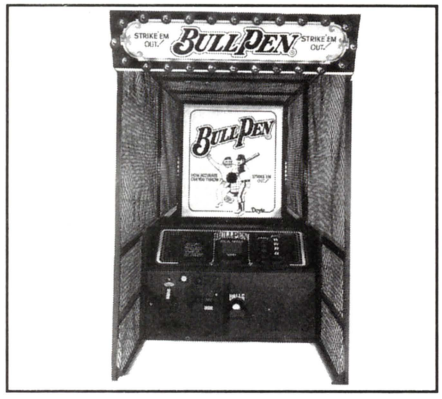
Serving the Coin-Op Amusement Industry since 1974

Sports Games



Batter Up!
Doyle & Associates

Features: Coin-op baseball batting game with light and sound effects; for use indoors or outdoors; CPU controlled; uses safe, softball-size polyballs; measures 23' deep x 10' wide x 9'2'' high; appealing to all family members; awning, ticket dispenser, and dollar bill acceptor are optional.

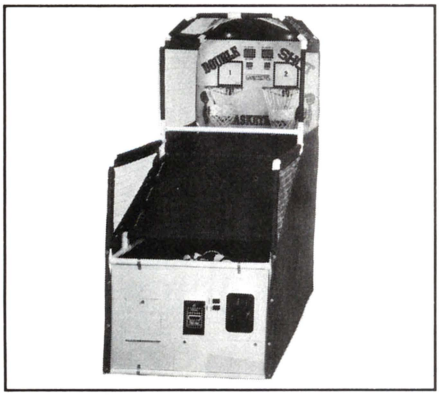


BullPen
Doyle & Associates

Features: Baseball pitching game that challenges players' accuracy; determines, by radar, how fast the baseball is thrown; scoring is based upon balls and strikes thrown; operator programmable with variable dip-switch settings; measures 16' deep x 5' wide x 8' high.

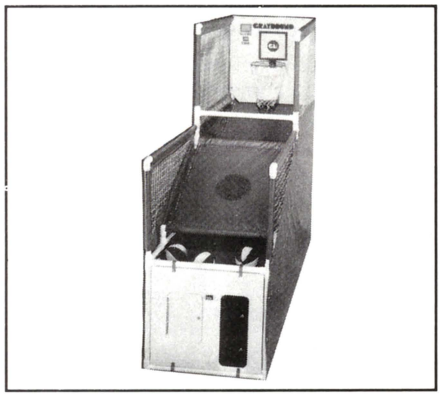
Pro Pitch
Doyle & Associates

Features: Challenges the player to throw as many strikes as possible, within a set amount of time; operator programmable; measures 10'9'' deep x 3'4'' wide x 8'8'' high; like the other baseball games, it's constructed of steel, marine plywood and formica and has optional ticket dispenser and dollar bill acceptor.



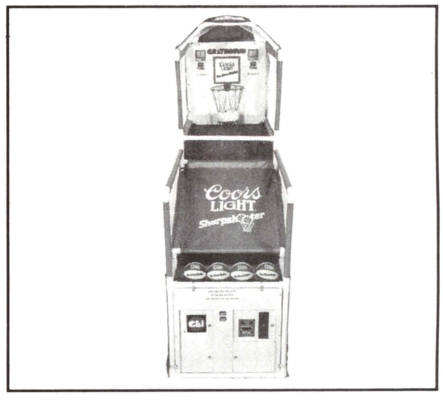
Double Shot Basketball
Gamemasters

Features: Single or two-hoop version; high-score display; free-game point setting; adjustable playing time; spotlight control and music enhancement; easy-to-assemble; 3'x 8'x 8' (single-hoop) or 4'x 8'x 8' (double-hoop); options include a dollar bill acceptor and ticket dispenser.



Championship Basketball
Grayhound Electronics

Features: Music enhancement; spotlight control for dark locations; high score display; free game point setting; and adjustable playing time; measures 8' high x 8'long x 3' wide; dollar bill acceptor and ticket dispenser optional.



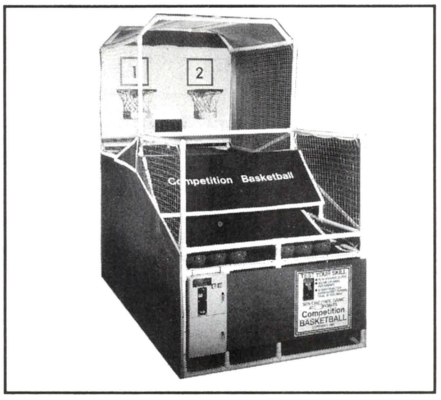
Coors Light/Silver Bullet Sharpshooter Basketball
Grayhound Electronics

Features: Customized version of *Championship Basketball*, with Coors Light name on the backboard, on all canvases, and on the seven-inch balls; each game comes with a tournament kit giving helpful operator and location information.

Sports Games

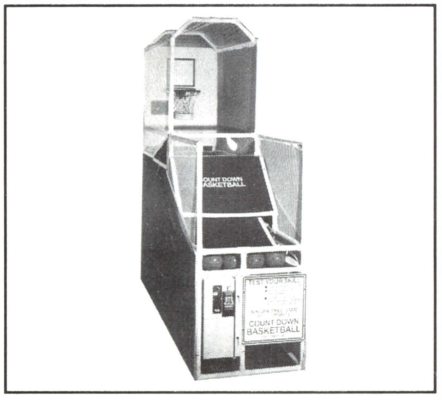
Bud Light
Tournament Basketball
Intermark Amusements

Features: Customized version of *Competition Basketball*, with the Bud Light logo on the game; ideal for the bar and nightclub market; two players race against the time clock while competing for high score; dual coin mechs; adjustable price and time settings; single player version and other sizes available.



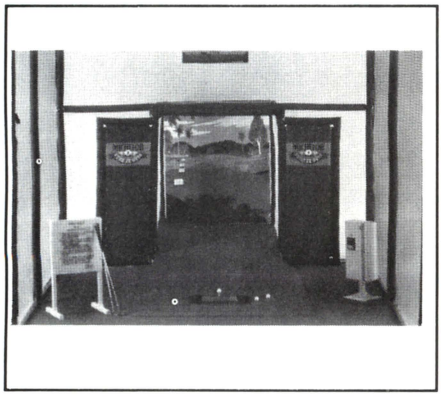
Competition Basketball
Intermark Amusements

Features: Two-player model, made of PVC pipe; large LED display; adjustable game time; prewired for ticket dispenser; three-point option for last 15 seconds; measures 5'6'' wide x 9'2'' high x 10'4'' deep. Tavern size (8'high) available; bill acceptor and canopy top optional on both.



Countdown Basketball
Intermark Amusements

Features: Adjustable price and time settings, 15'' diameter hoop, durable PVC construction, dual coin mechs with mechanical counter, large capacity coin box with lock bar, pre-wired for ticket dispenser, all electronics premounted. Optional bill acceptor and canopy top.

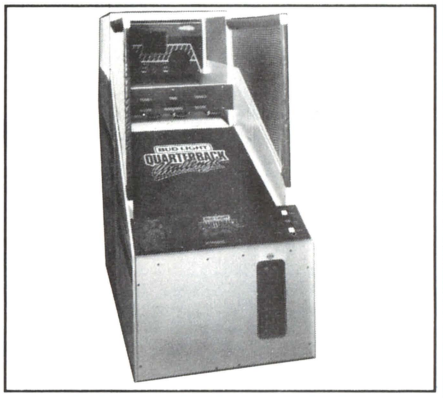


Michelob Tee-It-Up
Intermark Amusements

Features: Customized version of *Pro Golf*, with the Michelob logo on the game; the components are designed for indoor/outdoor use; 100 percent nylon netting; ideal for warm-up at first tee or use without the cage on driving range.

Pro Golf
Intermark Amusements

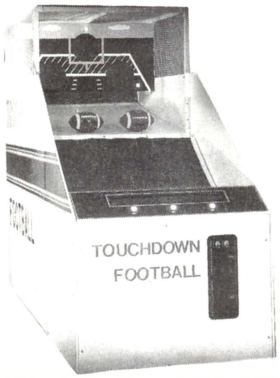
Features: Microwave sensors measure the speed and yardage of each stroke; bright message sign displays the accuracy of each shot and provides an overall average; high-security coinbox; $1/$5 bill acceptor with 400 stacker standard.



Bud Light
Quarterback Challenge
Intermark Amusements

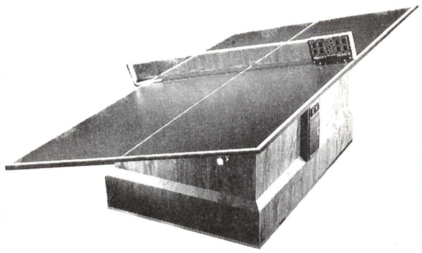
Features: Customized version of *Touchdown Football*, with the Bud Light logo on the game; one- or two-player game that uses passing and reflex skills to gain yardage for points; state-of-the-art optic balls sensors; comes in standard regulation and tavern sizes.

Sports Games



Touchdown Football
Intermark Amusements

Features: Moving message sign updates players on remaining time and yards for first down; adjustable price and time settings; dual coin mechs with mechanical counter for coin-in record; large coin box; electronic ball sensors; pre-wired for ticket dispenser.



Tournament Master
Intermark Amusements

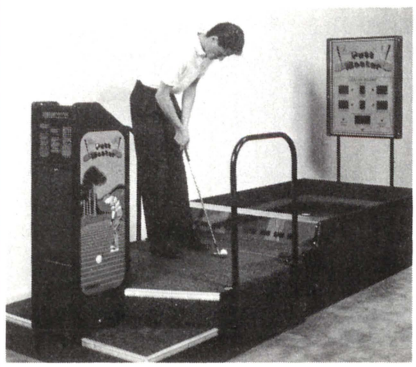
Features: Two- to four-player coin-op table tennis with adjustable price and time settings; formica top; solid-state electronics; large scoreboard, dual coin mechs; all-nylon net; comes with balls, paddles, and large coin box; bill acceptor optional; ball vending machine available.

Superstar Basketball
Kramer Mfg.

Features: Four-player; all steel; realistic scoreboard with playing time, high score, and player score; adjustable scoring time and free-game point setting; tamper-proof ball release; dual floor lights; four-period game play; 8' high x 8' long x 32'' wide; comes with five balls.

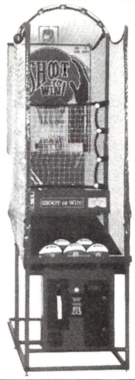
Pop-A-Shot
Pop-A-Shot Jr. (Sit-Down)
Pop-A-Shot

Features: Steel construction, tamper-proof gate assembly, 12V power system, security system, digital scoreboard and shot clock, adjustable timer, and automatic ball release; width 32'', length 10' standard or 8' Jr.; two adjustable models: 8-9' or 9-10'; comes with six balls.



Putt Master
U.S. Indoor Golf

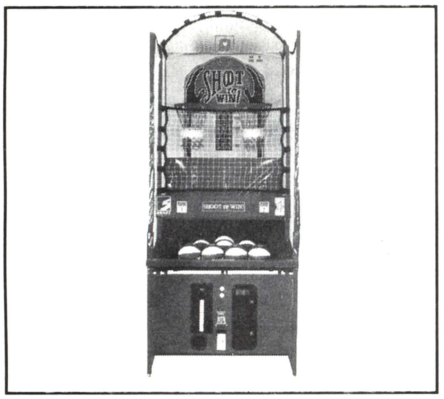
Features: Only 4' x 11' in size, affords nine different holes per game, each with varied breaks and degrees of difficulty. It's coin mech and bill acceptor capable, has a three-game select system, and tethered putter (optional). Manufactured by Troy M, it is distributed by U.S. Indoor Golf.



Shoot to Win! II
Single Hoop
Smart Industries

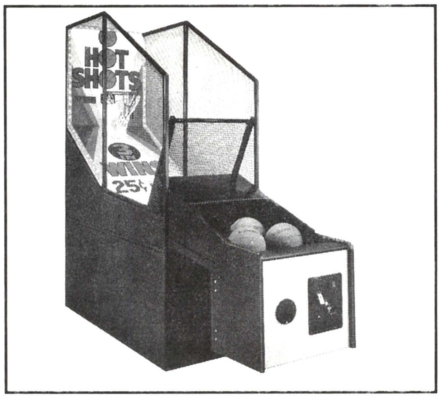
Features: Photo eye sensor, steel frame, selectable coin mechs and music; adjustable game timer, high score, and number of tickets per basket. Adjustable height 8'-9', 33 inches wide, comes with seven-inch balls. Options: bubble light, ticket dispenser, and top-net cover.

Sports Games



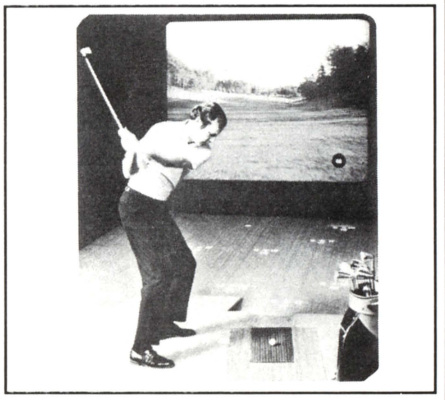
Shoot to Win! II
Two Hoop
Smart Industries

Features: Scoring is two points per basket; baskets made during the last 10 seconds score three points; photo eye sensor, microprocessor game board, metal ball-locking gate; Rowe $1/$5 bill acceptor and 525 bill stacker (both models); measures 9' long x 4' wide, with adjustable height of 8'-9'.



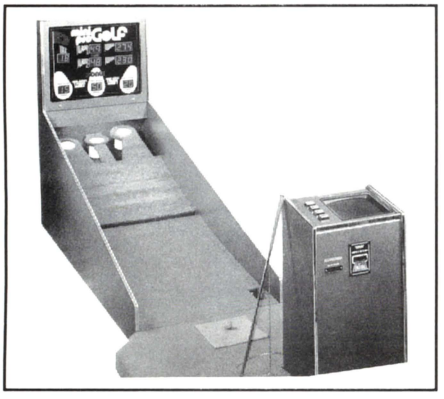
Hot Shots
Vari-Tech

Features: Heavy-duty steel tube construction, easy-access coin drawers, rope lighting, and digital sound; win-, coin-, and ticket-counters standard (10 yr. battery included); 120" deep x 105" high x 32" wide; comes with five balls.



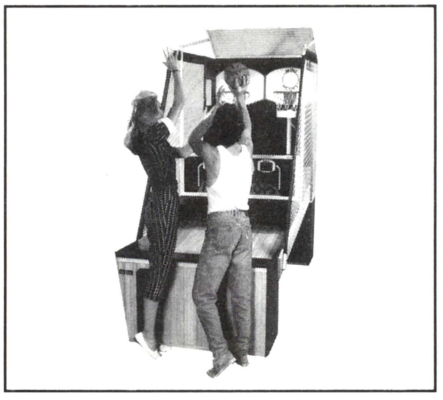
Golf-O-Mat
Vari-Tech

Features: A golf simulator that offers 18-hole play with big-screen viewing of major golf courses across the country, such as Pebble Beach and Doral; players hit the ball into a nylon-type screen; a film screen projects actual golf holes, which gives players a feel for how far the ball was hit, lie, etc.



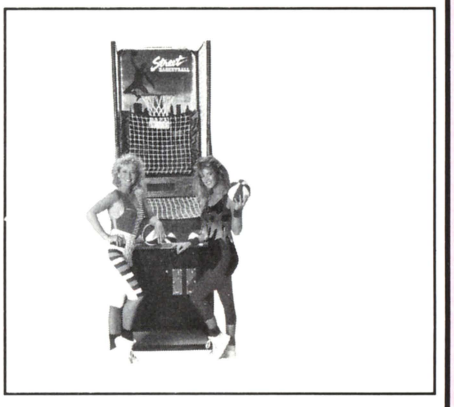
Mini-Pro Golf
Vari-Tech

Features: Designed for one or two players to play up to 18 holes; digital scoreboard display; securely-attached putter; "on screen" diagnostics; adjustable time limit to putt; countdown timer; standard Mars $1/$5 bill acceptor.



Mini-Hoops
Video-Tech

Features: Double mini-hoop; 7'8" high by 3'10-1/2" wide; only four major parts, which allows for 30-minute assembly; two people can play together, and they can block each other's shots; ticket dispenser and bill acceptor optional.



Street Basketball
Yankee Games

Features: Digital speech; custom music; three-point play option; player-selectable games; steel frame; plywood front and sides; Mylar backboard; solid-state electronics; adjustable height; dual coin mechs; manufactured by QCK and distributed by Yankee Games.

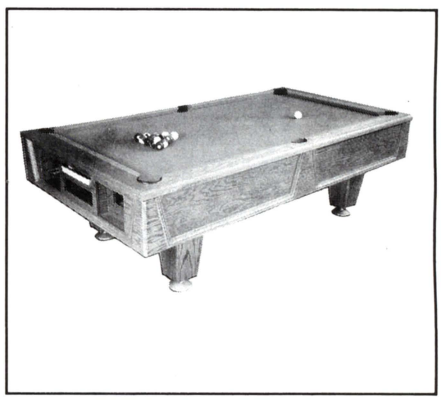
Billiards

Bumpa Pool
American Shuffleboard

Features: All deluxe accessories, genuine Formica throughout, professional K-66 type rails, highest grade billiard cloth, guaranteed automatic ball return, exclusive "cue ball lock," tamper-proof cash box, and cheat-proof "feather-touch" coin chute mechanism.

The Classic
American Shuffleboard

Features: 38-1/2" by 54" by 31" high, 220 lbs. (domestic packed) or 285 lbs. (export packed), one set of 10 high-grade balls (five red, five white), two high-quality, 48" cue sticks, one chalk holder, one box of pool chalk, one rules sign, and extra tips, cement and cue clamp.



The Boss (also Royal Oak)
Corner Pocket Billiard Supply

Features: Laminated construction, strong slate supporting the cabinet and frame, reinforced leg assembly, cast aluminum corner and side castings, K-66 style cushion rubber, precision mechanical parts, counter balance ball tray, and cue ball seperator.

Dynamo Pool Table
Dynamo

Features: Availability in four sizes, modular coin box system, steel ball ramp, "Push Lok" plastic pocket liners, steel slate support system, polished chrome corners, standard interchangeable parts, plastic pocket ramp system, and plywood construction of floors/walls.

The Coin
Global Billiards

Features: Solid all-plywood construction with high-pressure Formica laminate, solid hardwood rails with full-size K-66 profile rubber cushions, a magnetic separator, an anti-cheat mechanism, one-lock sliding window, a trap door for removal of debris, and no chalk problems.

Old Timer
Global Billiards

Features: This has all of the same features as the standard Global Coin table; it comes in three sizes: 7'- 40" by 80"; 8'- 44" by 88"; and 9'- 50" by 100" (3 pc. 1" slate).

Billiards

M-1 Coin Table
Murrey & Sons

Features: Long-wearing professional billiard cloth, professional live rubber cushions, cast aluminum castings on all corner pockets, solid plywood aprons and cabinet, wood-simulated laminate rails and cabinet, straight line rails, coin meter, and clog-free ball return.

Series D
United Billiards Inc. (U.B.I.)

Features: "Works-in-a-drawer," whereby the entire coin mechanism is housed in a drawer; all-plywood "tongue and groove" construction; slate supported from end to end; push chute adjustable to $1, with large locking cash box; steel, chrome-plated legs; four sizes: 6', 6-1/2', 7', and 8'.

Series S
U.B.I.

Features: "Sideball viewer," with an option of magnetic or 2-3/8" cueball; all of the same features as the Series D table, with the exception of the drawer; both tables use a solid, poplar wood top frame and cushion rails; three sizes: 6-1/2', 7', and 8'.

Bumper Pool
The Valley Co.

Features: Slate bed covered with genuine green billiard cloth, stainless steel corner caps, aluminum bumpers, rubber cushions, hardwood rails, legs with individual levelers, the feel of leather with a specially developed Pionite laminate, and ball return to the end of the table.

Cougar ZD-4
The Valley Co.

Features: Available in four sizes, redesigned coin chute, all-plywood cabinet, durable high-pressure laminate, coin mechanism adjustable to $1 play, reliable ball separator, one-piece Italian slate, end-to-end slate support system, and double reinforced fiberglass legs.

The Leopard
The Valley Co.

Features: Can be pre-set for Rack Play, Time Play, or Rack/Time Play for full adjustability; functional components are housed in a unitized service drawer for easy repair; also, reinforced fiberglass legs, imported Italian slate, choice of 93-inch or 101-inch models.

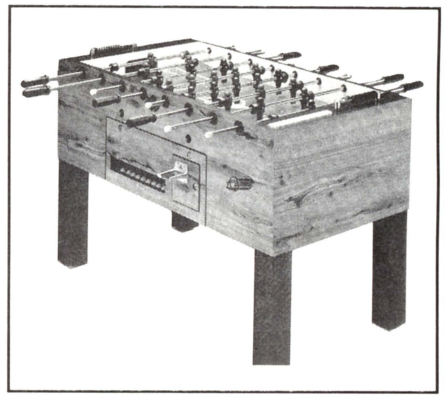
Air Hockey & Table Soccer

Rene Pierre Foosball 2000
Brady Distributing

Features: Hard chromed outside rods, hard varnished beech furniture finish of the cabinet, locking device by the latch, steel inside ball chute, light shock absorber springs, adjustable number of balls for each game, and removable gerflex base for easy cleaning.

Dynamo Air Hockey
Dynamo

Features: Heavy duty, long-wearing laminate top, premium blower and rail construction, player-approved goal size and table design, centerline for tournament play, deluxe mallets and pucks, electronic scoring with digital readout, twin drop coin chutes, and easy removal of goal for service.



DS-3 Soccer Table
Dynamo

Features: Polypropylene playing figures for breakage resistance, a molded playfield constructed of high-pressure laminate, steel quick-glide rods, slide-out drawer, choice of nine or 11 balls, a molded ramp, a one-piece cabinet, and Dynamo-sponsored regional and national playoffs.

SST-8 Table Hockey
Imagination Leisure

Features: Stainless steel top, twin drop coin chutes, solid state mechanism, automatic scoring with "game over" light, automatic puck return/puck lock-in at game's end, adjustable time, access doors to all parts of the game, safe cash box, 100 percent mica cabinet, and reinforced goals/frame.

Indoor Soccer
Murrey & Sons

Features: Solid chrome-steel rods, tournament-size cabinet playfield, professional scoring device, chrome ash trays, rubber-handled grips, easy access ball return, genuine ABT coin slot (25 cents standard), special metered ball count mechanism, and non-slip rubber casters.

Tournament Soccer
Penn-Ray Sutra

Features: Easily-accessible scoring unit (made of unbreakable plastic), white goal hole liner for clear identification and protection of the goal mouth area, large easy-grip handles, a patented ball metering system, vends nine to 11 balls, and solid rods.

Stainless Steel Top–Won't Wear Out!

Imagination Leisure's SST Will Earn Top Money Year After Year And SST's Stainless Steel Top Just Won't Wear Out!

SST is the industry standard in air cushion hockey games. It's durably built to outlast all others and is a top money earner in all types of locations. SST now comes with digital scoring and a new field-tested logic system. It includes features that operators want for service-free operation. It's durably built to last forever.

PLAY APPEAL...
Wide goals make scoring easier . . . faster, SST is more fun & operators earn more.

STAINLESS STEEL TOP...
THAT WON'T WEAR OUT.

DIGITAL SCORING...
with rock solid logic board that's location tested for over 3 years.

HISTORY...
We've been building Air Cushion Hockey games for over 14 years. SST is as good as a game can be. It's state of the art.

MICA TOP?
Want a cheaper price? Try an SST with our Tuff Surface brown mica top. It's not nearly as good as Stainless Steel, but it's available if you want it.

SOLID & ATTRACTIVE CABINET
built for only one purpose . . . Air Cushion Hockey games.

SERVICEABILITY
A pleasure to service . . . both ends unlock and swing down . . . a must for clearing junk from goals . . . clear plastic goal covers show any stoppage at a glance. Blower accessed easily through filter door.

SST SPECIFICATIONS
103" x 50" . . . . . 450 lbs.
262 cm x 127 cm . . . . 205 kg.

SST FEATURES:

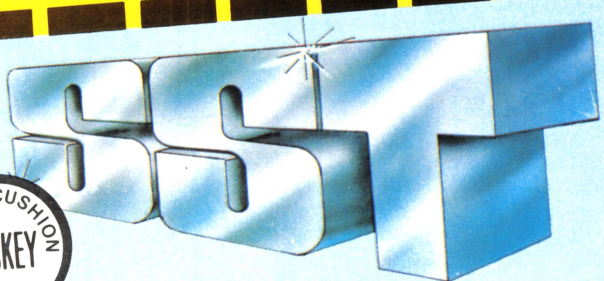
- Operates of combination of adjustable Time and Scoring.
- Automatic Scoring with Game Over Light.
- Automatic Puck Lock-in at end of game.
- Meter, secure "safe" cash box, indestructible All Steel Legs & Levelers, mil-spec Aluminum Rails & Goals all standard.
- Super-hard Durable Pucks & Hi-Profile Goalies.

WANT TO SEE SST IN ACTION?

Look In At:

- Disneyland • Disneyworld • Show Biz Pizza
- Malibu Grand Prix • Putt Putt Golf & Games
- Pizza Time • Chucky Cheese
- Tokyo, Paris, London, Djarkarta & Thousands of Arcades & game rooms throughout the world.

Imagination Leisure inc
251 DIXON AVENUE AMITYVILLE, N.Y. 11701
(516) 842-4242
TELEX 973636 FAX 516 842 0532



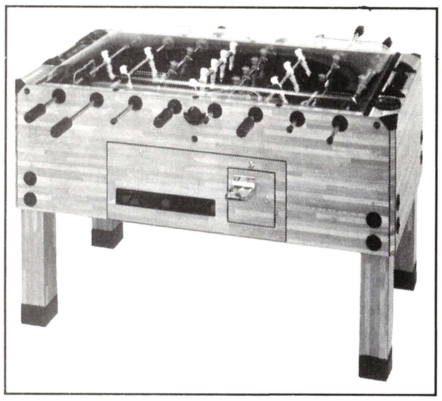
THE AIR CUSHION HOCKEY GAME

$1995 STAINLESS STEEL TOP **$1795** MICA TOP

NAME _____
SHIPPING ADDRESS _____ STATE _____ ZIP _____
CITY _____
TELEPHONE _____

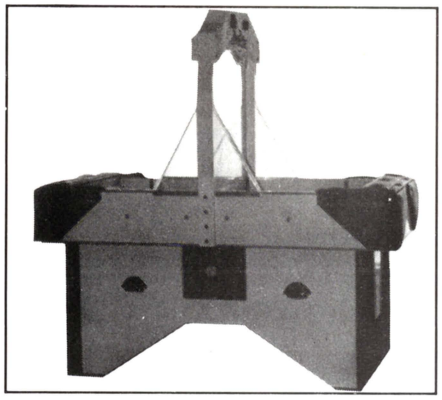
COD's will not be accepted by Imagination Leisure. Outside USA please specify voltage, cycles & coinage. Prices FOB Chicago. Prices subject to change.

Table Soccer, Shuffle Alleys, Roll-Downs



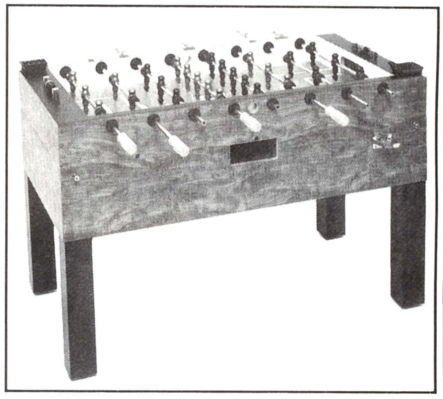
Domed Tournament Soccer
Penn-Ray Sutra

Features: Same as the original Tournament Soccer, but with some new features, such as a plexiglass dome covering the playfield, a black playfield with silver formica finish, and white and gray team figures made of improved materials to eliminate breakage.



Rollerball
Rollerball Inc.

Features: A table game involving two-handed participation; the object is to score goals by propelling a one-inch steel ball into the opponent's goal; two wooden paddles per player, a three-by-five-foot playing surface and the ball; the paddles are used to defend three goals; working on a new low-cost design, with manual rather than automatic scoring.



The Standard
Tornado Table Soccer

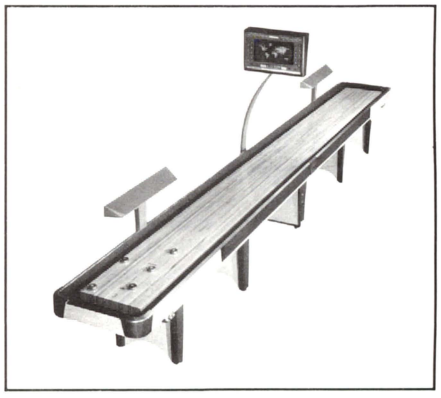
Features: Long-lasting men, the "McCloud Split-Bearing," octagon handles, rubber bumpers, solid steel posts, stainless steel rods, hand-crafted fiberwood cabinet, high pressure laminate surface, three-man goalie, simple lock systems, and nine balls dispensed per game.

Royal Bank Shot (9 ft.)
American Shuffleboard

Features: Compact size allows for easy fit in locations, pin-gate control to prevent free play, slick Dura-Lak finish, climatic adjusters to ensure a level playing surface, electric (digital) scoreboards, and kits for organizing tournaments or leagues.

Royal Cushion (9 and 12 ft.)
American Shuffleboard

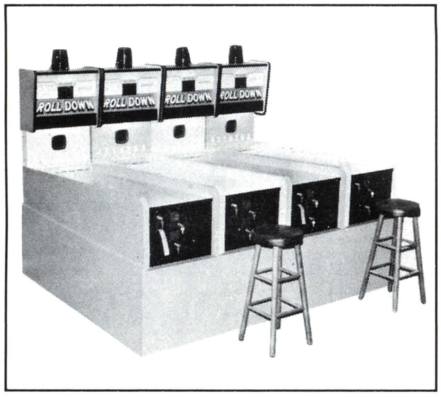
Features: The 9 ft. has the same features as the 9 ft. Royal Bank Shot; the 12 ft. features a "horse collar game" where up to nine players score individually; adjustable pin-gate control for 15, 21 and 51 points; a Rail-Type Electric Scoreboard, and a full set of accessories.



Royal Longboard
American Shuffleboard

Features: Availability in 16-, 18-, 20-, and 22-foot sizes, pin-gate control, Dura-Lak finish, climatic adjusters, electric scoreboards, sparkler weights, tournament kits, a scoreboard lit by pedestal flourescent lamps, and complete accessories and instructions.

Shuffle Alleys & Roll-Downs



Roll Down
Bay Tek

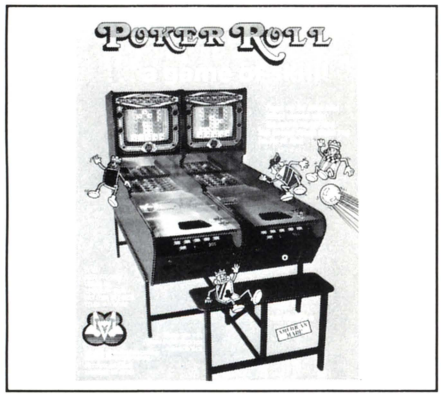
Features: Microprocessor allows easy programming of winning scores, number of balls, coins, and tickets; voice and sound effects; revolving beacon for winner indication; single ball release; gravity feed and return; requires minimal floor space; for use in arcades or trailers.

Billi Puck
Intermark Amusements

Features: Combines the strategies of shuffleboard and billiards; tamper-proof gate pin assembly; solid state electronics; adjustable price and time settings; Coinco coin mechanisms; push-button scoring; plexiglass playing surface; dimensions of 51" wide, 101" deep, and 30" high.

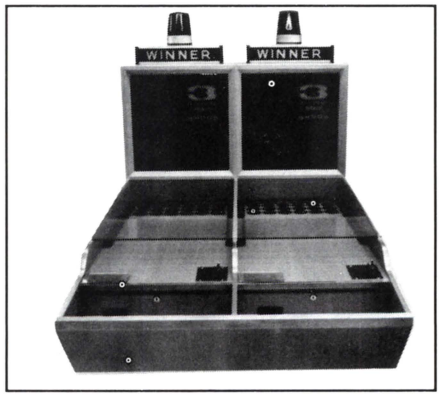
Playfair Shuffleboard
Playfair Shuffleboard

Features: 3" solid maple playing surface with silk-screened graphics, microprocessor controlled, over/under cash box doors, available without coin doors for time rental play or home use, and available in smaller 16' size. Customized options include black lacquered siding and a play-barrier control device to prevent free play.



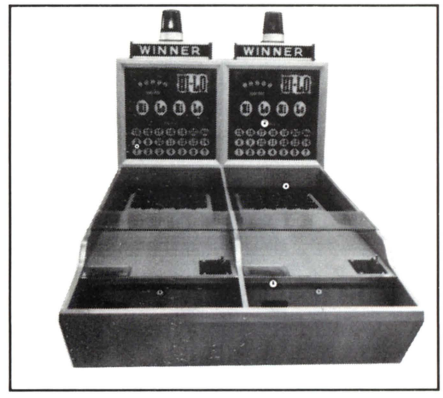
PokerRoll
SMS Manufacturing

Features: Combination roll down and video poker with 20-inch flat screen, Wells-Gardner color monitor, XY grid mechanism for card evaluation; after rolling five balls, players can selectively discard certain balls and roll again.



3-In-Line
Seidel Amusement

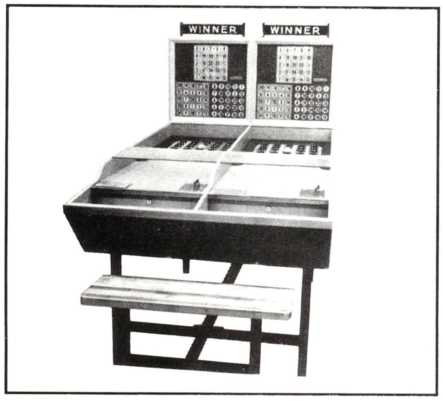
Features: Ticket dispenser, microprocessor-controlled circuit board, 12-inch foul glass, ticket and coin meters, score display on each game, and winner light and bell; the object of the game is to score three lights in a row or a double 3-In-Line.



Hi-Lo
Seidel Amusement

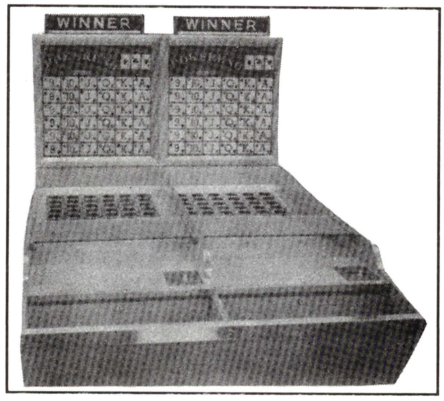
Features: Ticket dispenser, Win-A-Path playfield dividers, winner beacons, winner light and bell, microprocessor-controlled circuit board, ticket and coin meters, and score display; the object of the game is to score Hi-Lo (21) with 2 to 5 balls or remain under Hi-Lo with 5 balls.

Roll-Downs & Bowlers



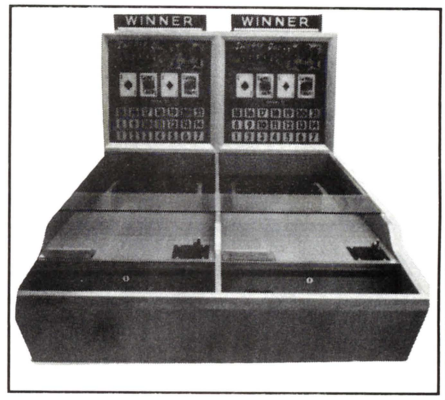
Lite-A-Line
Seidel Amusement

Features: Ticket dispenser, winner light and bell, 12-inch foul glass, microprocessor-controlled circuit board, ticket and coin meters, and score display on each game; the object of the game is to score one or more lines (5 lights in a row) to win.



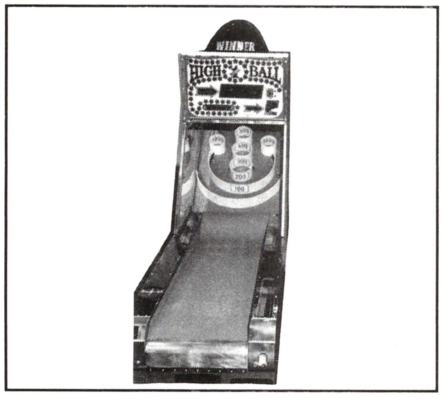
Pokereno
Seidel Amusement

Features: The same standard equipment as the previous Seidel games; Pokereno derives its name from the card game Poker, with the more tickets being dispensed as the player's hand improves.



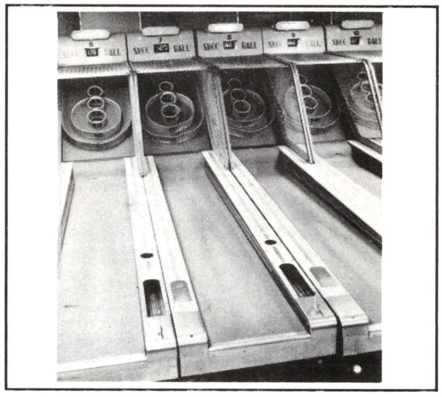
Twenty-One
Seidel Amusement

Features: Ticket dispenser, Win-A-Path playfield dividers, winner light and bell, ticket and coin meters, microprocessor-controlled circuit board, 12-inch foul glass, score display on each game; the object is to achieve a score of 21 with 2 to 5 balls, or remain under 21 with 5 balls.



Mini Skee-Ball
Skee-Ball

Features: Alleys only six or eight feet long, ticket dispenser, adjustable height, beacon flasher, adjustable coin mechanism, incandescent-lit scores, ball indicator display, six or nine balls, programmable audio sounds, and can be serviced from front.



Skee-Ball (10 and 13 ft.)
Skee-Ball

Features: Constructed of laminated hardwood;, special white solid extruded rubber ball pockets; special machine-knotted Fish-Net to contain the balls; 1/4'' thick cork carpet; coin mechanism adaptable to coins/tokens; steel coin box prevents easy entry; and strong plywood-constructed cabinet.

High Ball
The Norton Co.

Features: Custom score screens available; special four-digit score readout, ball detectors, 1,000-point ring board, running lights on score screen, selectable six or nine ball play, adjustable winning score levels, and advanced electronics.

There's No Stoppin'

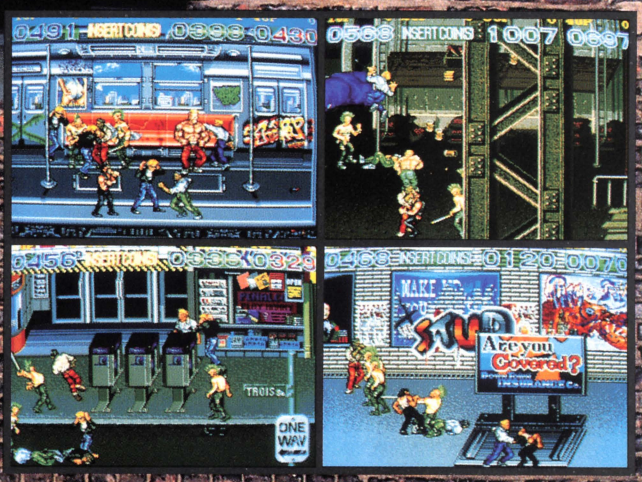
CRIME FIGHTERS™

Dedicated Upright

4 Player Conversion For "MAIN EVENT"
2 or 4 Player Kit

Buy-in and Continuation Features

Horizontal Monitor



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CRIME FIGHTERS™

1. AVAILABLE AS: Dedicated Upright
   4 Player Conversion for MAIN EVENT
   2 Player Or 4 Player Kit
2. Buy-in and Continuation Features
3. Horizontal Monitor
4. Player's Controls Are: 1 8-way Joystick
   2 Buttons: Punch
   Kick

Description:

Are you tough enough to take on the sleaziest underground characters imaginable in order to rescue several beautiful girls? This is the challenge you must face to become one of the city's daring **Crime Fighters.**

The innocent girls have been kidnapped by the city's most notoriously evil mob leader. His gang includes some pretty scary punks, so beware. Leather-clad thugs armed with knives, spike heads carrying steel pipes, and gun-toting gangsters are just a handful of the adversaries you will encounter. If you can wipe out these killers using your fighting skills (punching and kicking), you can pick up their weapons. These weapons will come in handy when you face even more brutal enemies, like bikers, karate experts, attack dogs, and more.

The search leads through 8 different sections of the city.

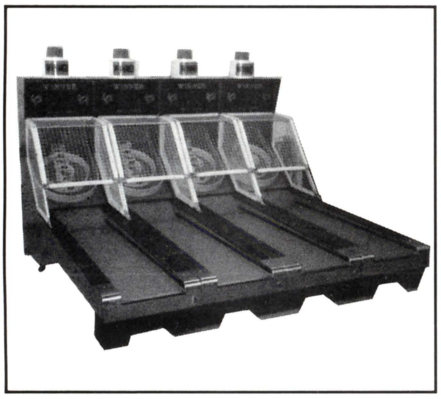
1. Subway Station
2. Subway Train
3. City Street
4. Abandoned Warehouse
5. Rooftoop
6. Back Street
7. Waterfront
8. Warehouse

These are definitely not the nicest places in town, but the girls are counting on you. Be on the lookout—things in these different areas that seem to be harmless may surprise you, and sneak attacks are not out of the question.

When, at last, you reach the prison where the girls are being held, you will be facing the mob's top men. They are heavily armed, so plan your attack carefully. Once you get them out of the way, you will have to face the boss himself. If you are strong enough to destroy him, the girls can be safely released from their captivity.

KONAMI®

Bowlers, Shuffle Alleys, Specialties



Super Ball
Troy M Enterprises

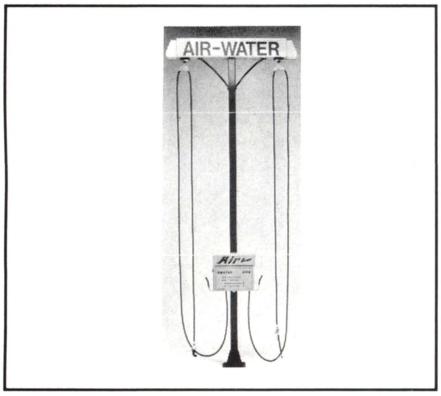
Features: Solid state electronics, front access to components, reinforced cabinet, bright contrasting colors, one-ball play, and built-in accounting; also available (but not standard) are custom programming, custom logo, and custom colors; comes in both 10- and 13-foot models.

Top Dawg
Williams Electronics

Features: "Total strikes," a shuffle option where scoring is like regulation bowling: every time a player makes a strike, it's recorded on the backglass; at the end of the game a bonus of 300 points is awarded for each strike; advanced diagnostic procedures and comprehensive bookkeeping.

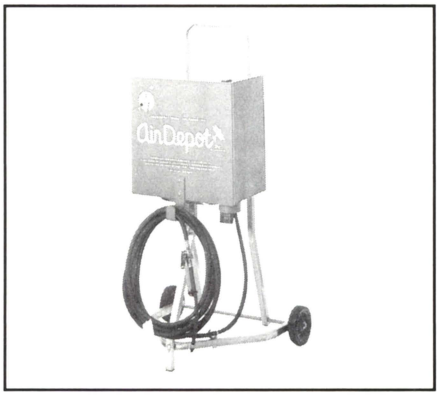
Air Check
Air Check

Features: All cabinets, pedestals and bases are welded from 14-gauge steel, stainless steel lock; compressor delivers 100 psi maximum pressure; 25 ft., 200 psi, 1/4" ID hose; gives five minutes for 25 cents with an adjustable timer; and a 15 ft. power cord connects to standard 110v AC.



Retrac-A-Hose
Air Check

Features: Mounting post for air/water machine, highly visible tower, heavy-duty steel construction, vinyl-coated steel cable with 480 lb. test, 360 degrees pulleys designed for free movement, clean and tangle-free hoses, form-fitted steel brackets, and a standard height of 12 feet.



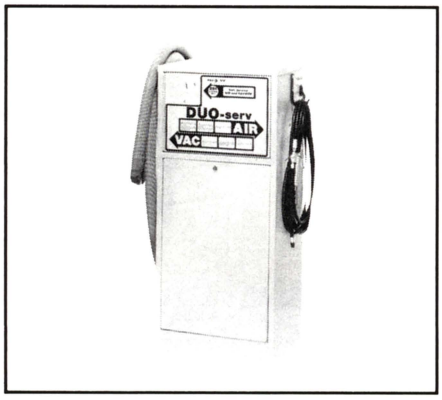
Air Depot
Air Depot, Inc.

Features: Compact tire inflation center, provides five minutes of 100 psi compressed air for 25 cents, a built-in tire pressure gauge to allow free pressure check, and rugged construction makes the unit virtually vandal-proof.

AIR-serv
Air Vend

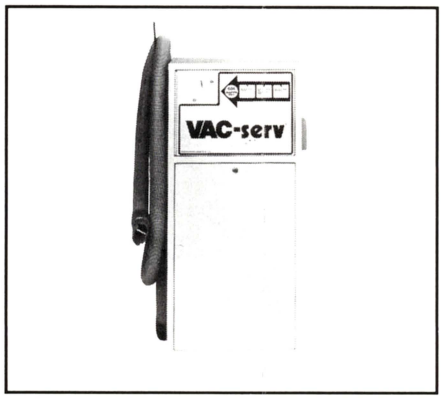
Features: Oilless compressor makes it maintenance free, 10,000 hour duty cycle, compact Super-Vault II cabinet can be wall-mounted or free-standing, permanent gauge, recessed locking system, steel-reinforced, 25 ft. cutproof hose, coin vault with $700 capacity, and encapsulated timer.

Specialties



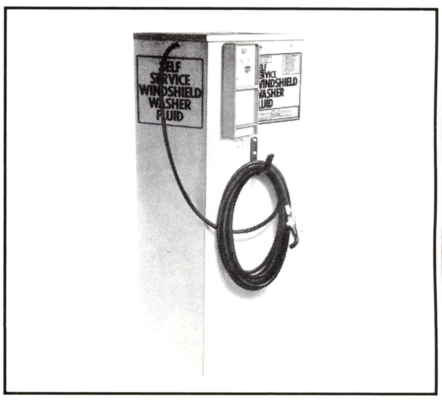
DUO-serv
Air Vend

Features: Coin-operated air and vacuum, recessed locking system concealed with a double security door, Power-Serv compressor delivers more air in a shorter time, three-bag filtering system for easy waste removal, coin vault with a $500 holding capacity, and a 14-gauge steel cabinet.



VAC-serv
Air Vend

Features: Vacuum hose 2'' in diameter, 15' crushproof, with angled upholstery cleaning tool, Ametek vacuum motor with 2-1/4 horsepower and two-stage blower, outside cabinet dimensions of 17-1/2'' by 20-1/2'' by 47-1/2'', washable cloth stand-up filters, and a 13-gallon capacity waste bin.

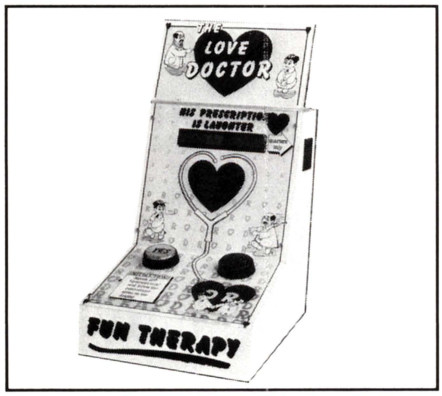


Windshield Washer Fluid Dispenser
Air Vend

Features: Dispenses fluid from a handy curbside dispenser, heavy-duty fluid pump, cut-proof braided steel hose, recessed locking system for maximum security, a warning light system that indicates when either the fluid level is insufficient or the machine is inoperable; 65 gallon tank.

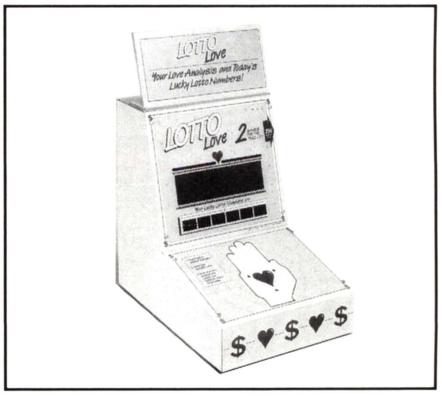
Astro Scale
Astro Vision

Features: Solid steel construction, shatterproof plastic protective decals, adjustable feet for leveling, flashing LED on the front, display reads in pounds and kilograms, display visible to the user only, solid rubber mat on the platform, reliable coin mechanism, and high security lock.



Love Doctor
Astro Vision

Features: Combines two successful themes: Sex and humor; hundreds of questions and answers, directed at all age groups; occupies one square foot of space.



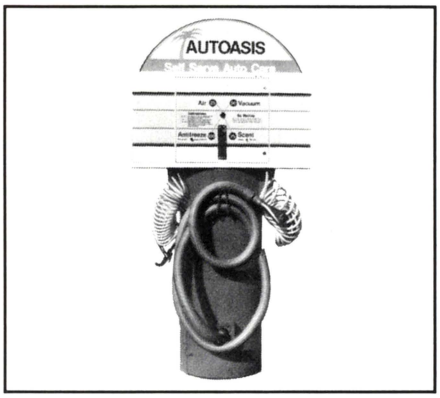
Lotto Love
Astro Vision

Features: Only occupies one square foot of space, gives a love analysis and the day's lucky lotto numbers; players place a hand over the heart, insert 25 cents, then read the love analysis and lucky numbers (delivered in 45 seconds); a trouble-free coin acceptor, and a durable marquee.

Specialties

Memory Tester
Astro Vision

Features: A countertop game that tests memory skills; possible locations include bars, diners, truck stops, bowling alleys, malls, etc.; dimensions: height of 13", length of 15", and depth of 11"; also available from Astro Vision is the *Mood Analyzer*.



Autoasis
AVS Systems

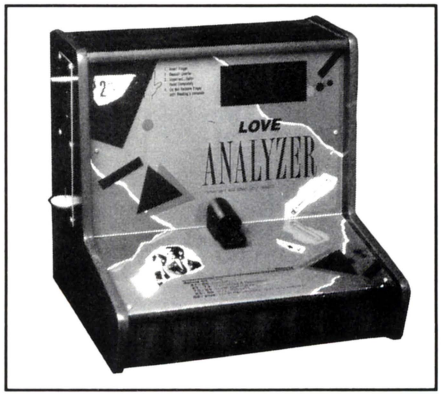
Features: Self-serve auto care, dispenses water and compressed air within the same unit, comes with footed stand, 25 cent vend, two sets of hoses, and single coin mechanism with coin return; also available from AVS Systems are the *Vacuum Cleaner* and *Air Freshener*.

Penny Press
Centek

Features: The Penny Press generates an etched copper souvenir that holds personal detail; vending machine made of handcrafted oak; suggested locations: victorian hotels, scenic railroads, museums, festivals, national landmarks, etc.; suggested applications: pins, buttons, earrings, etc.

Breath Analyzer
Communidyne

Features: Digital LED readout of percent blood alcohol concentration, five visual displays to reinforce audio instructions and results, promotes customer awareness, working to reduce bar liability, coin-operated and adjustable from one to seven coins, and one year warranty.



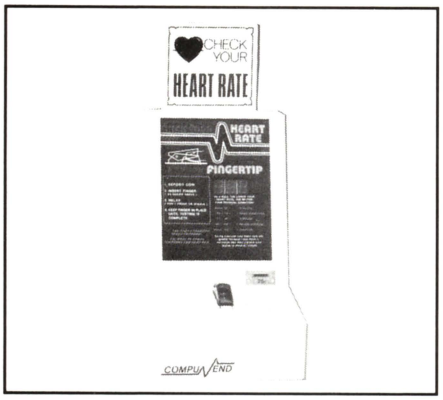
Love Analyzer
Communidyne

Features: Provides one's "love quotient" in six ranges: chilly, romantic, warm vibes and passionate, look-out sexy, sizzling hot and incredible; operates on 25-cent play, attractive design in red, blue and lavender, suitable for all locations; also available is *Physical Fitness*.

Check Yourself
Horizon Distributors

Features: Gives only a "driving message," not exact alcohol percentages; designed with microprocessors that determine the level of alcohol in the blood and then interpret the data; gives one of five driving suggestions, ranging from "drive safely" (no alcohol present) to "do not drive!".

Specialties

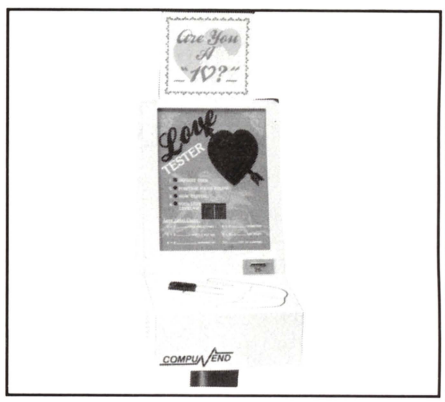


Heart Rate
Mayoni

Features: Easy to operate, accurate, computerized monitoring system, flashing red lights, audio circuits, 25-cent vend, takes up only one square foot; either table top, pedestal or wall-mount mounting, 18-gauge steel cabinet, reference fitness chart, no moving parts, and a one-year warranty.

Stress
Mayoni

Features: Can easily check one's stress level- from low, to normal, to high- for a 25-cent vend, electronic biofeedback stress indicator, flashing red lights, audio circuits, all steel cabinet and pedestal, one square foot of floor space, mounting options: table top, wall-mount or single stand.



Love Tester
Mayoni

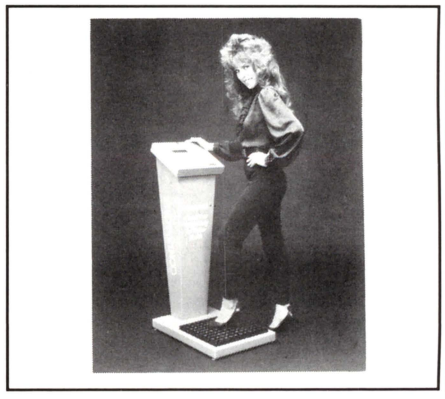
Features: Provides a love level chart that starts at "cold and clammy" and moves up to "mostly hot air," "warming up," "sensuous," "hot stuff" and "sex maniac"; 25-cent vend; a countertop machine with other mounting options.

Physical Fitness
Mayoni

Features: Gives readings of "excellent," "good condition," "average," "needs exercise" and "excessive rate"; 25-cent vend, a countertop machine with other mounting options; unlimited location possibilities.

Sex Reactor
Mayoni

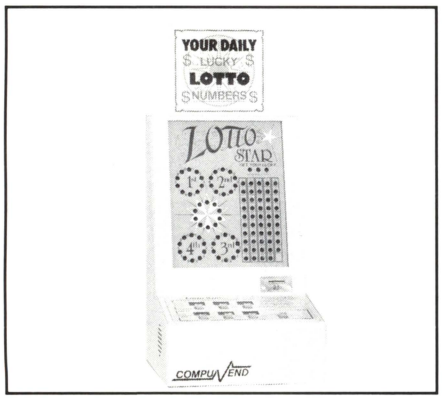
Features: Provides a chart that delivers a rating of "cold fish," "take a cold shower," "once a week," "hot stuff" and "sex maniac"; 25-cent vend, all steel cabinet and pedestal, one square foot of space; mounting options: table top, wall-mount and single stand.



Compu-Scale
Mayoni

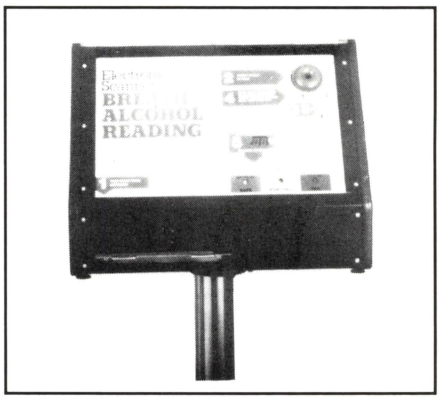
Features: Constructed of durable steel with a modern design, computes weight and health data based on customer entries, solid-state electronics use a one-year battery for power (though the unit can be supplied in standard AC current if requested), and performance is trouble-free.

Specialties



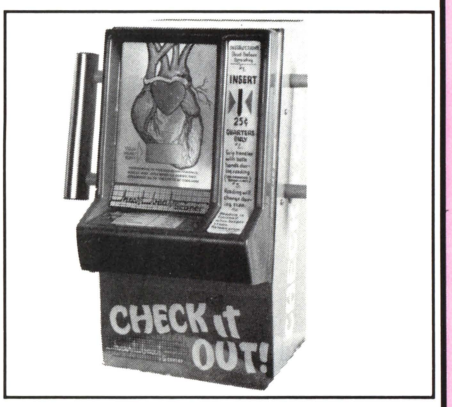
Lotto Star
Mayoni

Features: Selects your state's lotto numbers, pick 3 and pick 4 numbers, microprocessor computer controlled, adaptable for any state, heavy duty steel construction, one year warranty on parts and labor; plus, low investments and an all cash business.



Breath Alcohol Scanner
National Entertainment Technologies

Features: Assists customers in determining their ability to drive safely, liquid trap, pre- and post-purge cycles, dual sensor system, very fast recovery time, straw disposal bin, coin box holds $400 in quarters, 25-cent vend, available with floor stand or wall mount; excellent serviceability.



Heart Beat Scanner
National Entertainment Technologies

Features: Graphically-styled human heart flashes and beeps in rhythm to your heart during the reading, knurled handgrip sensors, two LEDs, louder beeper, coin counter available, 25-cent vend, coin box holds approximately $400 in quarters, and attractive red/brown color combination for more dignity.

Tobi
National Entertainment Technologies

Features: Robot available in four colors, all mechanical operation, die-cut top quality stickers, flashing face and belly requires 110 volts, floor stand included, constantly updated to meet demand, 50-cent vend, packaged in cardboard folder for easy vending, and unlimited marketability.

Vend-A-Sticker
National Entertainment Technologies

Features: Four columns stacked two-high, allowing for eight different selections to be vended; all mechanical operation (no electricity needed), large coin box, die-cut top quality stickers, available with a floor stand or as a counter model, and boxed for easy filling on your route.

Computerized Scale
Mr. Vend

Features: Highest quality load cell, dual calibrating system, LCD display screen which flashes "overweight/underweight" before the quarter is dropped; after the quarter is inserted, the player's weight and lucky numbers appear; also, battery-operated (standard).

Specialties

Scale/Heart Rate and Fitness
Mr. Vend

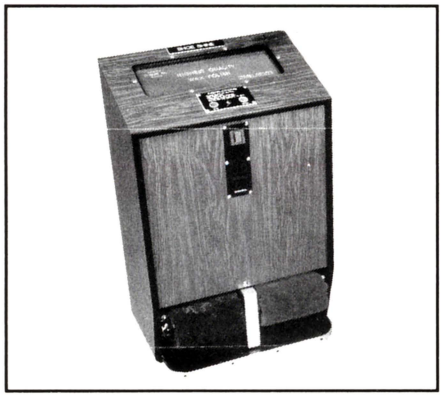
Features: Two tests in one machine, 25 cents per test; once a quarter is inserted, "select test" buttons start flashing; after the player selects the test, he or she rests their fingertip on the sensor; the machine beeps and gives an LED reading; cash box holds about $400; mounting options.

Love-O-Meter
Mr. Vend

Features: Player inserts quarter and positions hand on the sensor; after a few seconds, the LCD screen indicates the passion diagnosis; ratings include "Romeo," "super stud," "foxy lady" and "angel baby"; battery operated (standard), one-year factory warranty, and 14-gauge steel cabinets.

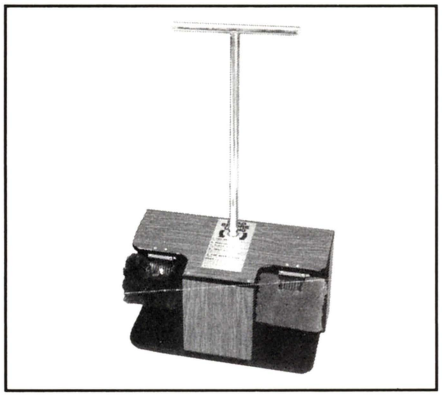
The Talking Gypsy
Mr. Vend

Features: A talking fortune telling machine, special effects crystal ball with spectrum of colored lights, LCD display screen, six-category flashing LED bar graph, 25-cent vend, coin counter/meter, built-in security, one-year factory warranty, and four different mounting options.



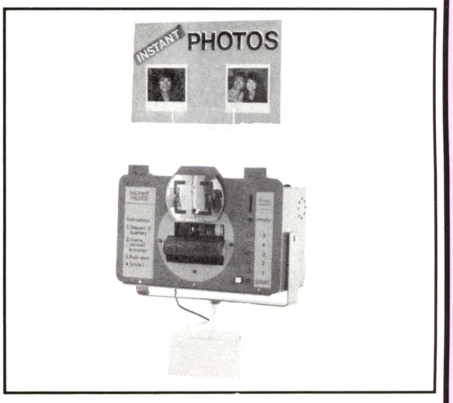
Model 180 Shoe Polisher
O-Sun

Features: 13 oz. aerosol polish in brown, black and neutral colors (machine holds two colors); commercial grade formica finish, deep pile cotton nap brushes, cabinet of ¾ resilient wood; height of 32" in the front, 36" in the rear; 23-1/2" wide, 17" deep, and a unit weight of 110 lbs.



Model 90 Shoe Polisher
O-Sun

Features: Takes less than two square feet of floor space, applies polish and shines, holds two colors, buffs, chrome operating handle, 11" high and 20" wide, rugged construction, rich formica finish, deep pile cotton buffers, easy to replace polish cans, and a full one year warranty.



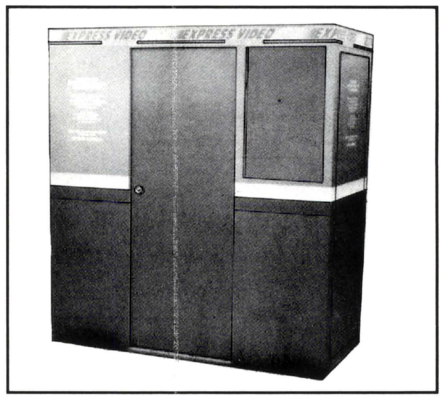
Instant Photo Fun Machine
Photo Vend

Features: Vends a single or group portrait, uses a Polaroid Spectra System camera, delivers a 35mm quality picture, self-framing and aiming system, heavy-duty steel construction, one-year limited warranty; available as a countertop, free standing, wall mount or pedestal model.

Specialties

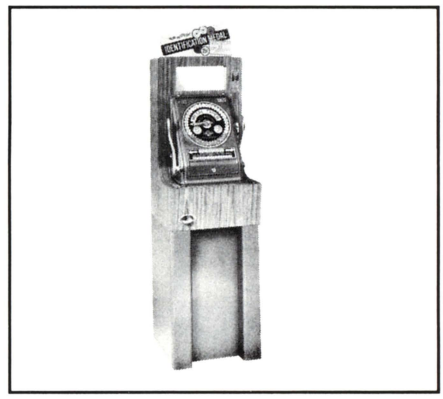
Robo Photo
Photo Vend

Features: Self-contained and self-vending photo unit, simple to operate and easy to reload, requires only 3-1/2 square feet of space, uses the Polaroid Spectra System that delivers a 35mm quality picture instantly, 40-shot capability, and voice instructions and counter.



Express Video
Seel Novelties

Features: High-quality industrial video cassette recorder and tape, 14" high resolution color monitor, CCD camera, stereo capability, color balanced lighting, bill validator for $1 and $5 bills, either wide-angle or close-up lenses, digital timer with LED readout, and sound absorbing booth.

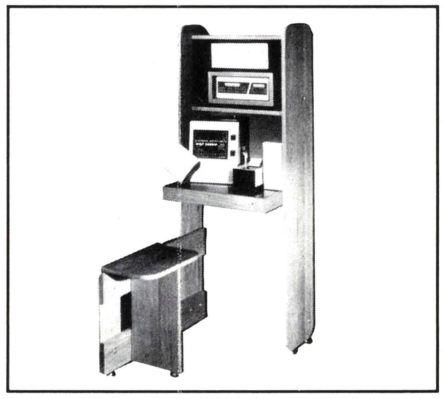


Standard Metal Typer
Standard Metal Typer, Inc.

Features: Custom logos imprinted in the center of one or both sides of each aluminum disc, comes in either a natural finish (silver) or assorted finishes (blue, gold, silver, red and green), 25-cent vend, no electrical outlet required; dimensions are 18" wide by 18" deep by 60" high.

SaunaTone
Tan-Me

Features: A personal sauna that combines the benefits of dry heat and vibration in a portable compact unit; comes with an AM/FM stereo cassette, built-in speakers, headphones, one-year warranty; the temperature, stereo volume and vibration are controlled by the client from inside.



BP 5000 and BP 5000 DL
Tech Vend Marketing

Features: Blood pressure and heart rate computer, readings received in less than a minute, comes with a solid oak sit-down booth and a supply of merchandising aids, a full one-year warranty; the unit is best suited for pharmacies, health clubs, malls, grocery stores, etc.

Pulse Meter
Tech Vend Marketing

Features: Electronic pulse rate indicator, 25-cent vend, can be placed anywhere, computer controlled, minimal maintenance, accurate and reliable, and outstanding tax benefits; also available is *Stress Rate Computer*, *Physical Fitness Computer* and *Love Power*.

Specialties

Health Corder
Toledo California

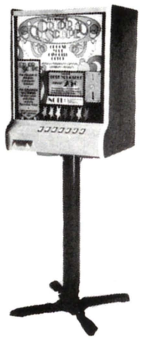
Features: A coin-op scale that looks like a robot, calculates ideal weight based on player input, dispenses a printed ticket that provides a record of weight, time and date; also, a player's ideal weight and a lucky number; the unit has no moving parts.

Honest Weigher
Weight Check

Features: The unit is a reproduction of the first penny weigher scale ever manufactured in the U.S.; made of molded steel-strong plastic, comes in bright yellow, blue and red; readout in pounds and ounces, face of the scale is completely lit and plays a musical tune; secure cash box.

Weight Control
Weight Check

Features: Sturdy construction of high-grade welded steel, load cell accurate to two ounces in 300 pounds, self-cleaning ceramic foot tile, florescent LEDs, tape prints in two seconds, paperroll for 4,000 vends, 25-cent vend, nine lines of free customer advertising.



Color Scope
Zytronics

Features: 25-cent vend for this personality-testing unit; after choosing a series of favorite colors, a computer card is issued that reveals the patron's personality traits, lucky numbers, days and months, and the horoscope sign of the person's ideal mate; takes up a small amount of space.

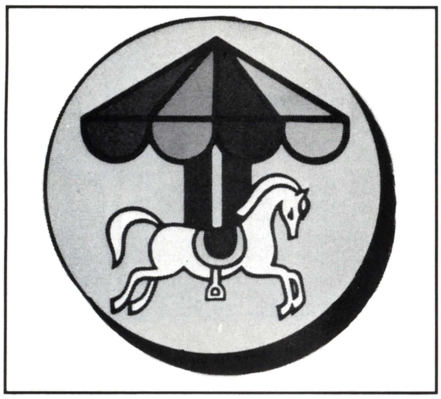
Sex Analyst
Zytronics

Features: Operates on 50-cent play; dispenses answers more comical than clinical to questions about sexual behavior; players put their right or left hand on the desk top and press the start button, followed by a sex analysis on a computer punch card; bars and arcades are good locations.

Weight and Fortune
Zytronics

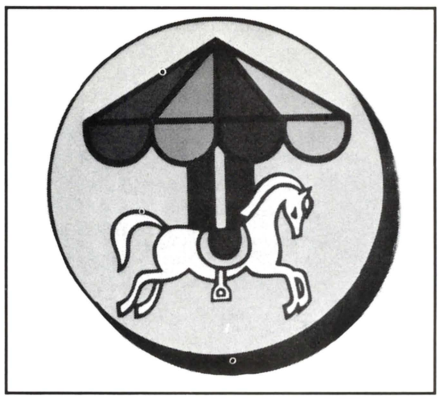
Features: 25-cent vend, patron's weight appears on an easily readable digital, visible only to the person being weighed; when the customer steps off of the scale, his personal fortune card drops into the hopper; also available are *Palm Reader* and *Handwriting*.

Kiddie Rides



Blue Cosmos Rocket Ship
AMTEC

Features: Imaginations can soar in this newly-designed space vehicle from a far-off galaxy. It offers children all the realistic movements and feel of a true spaceship.

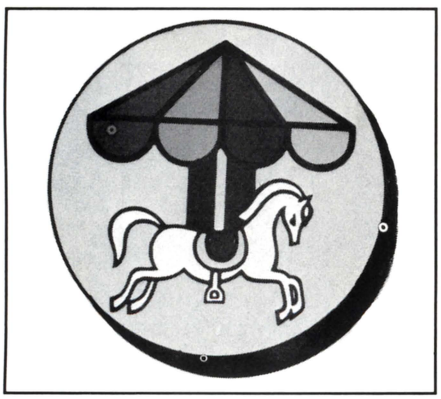


Crown Carousel
AMTEC

Features: Prancing ponies, gleaming brass poles, and a bejeweled crown top make for a truly royal carousel that's bound to attract and delight youngsters.

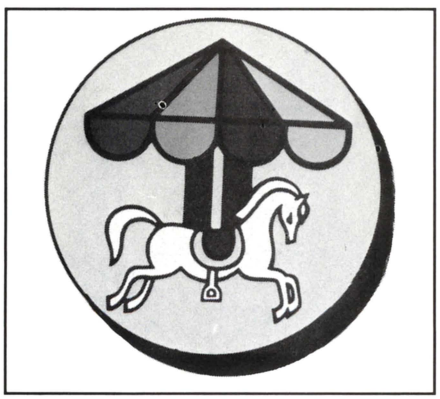
Cruiser
AMTEC

Features: Young sailors love the authentic look of this pleasure craft in red, white, and blue. Nautical detailing on this fiberglass ride with real chrome hardware.



Pinochio
AMTEC

Features: The famous storybook and movie character comes to life in this character ride with see-saw motion. Children will quickly identify with the wooden toy who became a boy.



Pirate Ship
AMTEC

Features: Captain Hook would approve of this realistic- looking pirate ship ride in black and red, highlighted with green and gold. It's just right for pint-sized pirates! AMTEC also has 20 other rides to choose from.

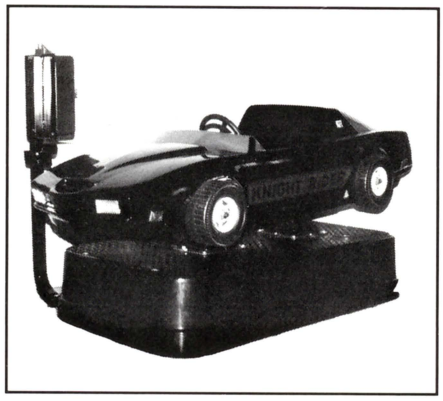
All-terrain 3-wheeler Carousel

Features: A bright yellow three-wheeler that moves back and forth and has authentic sounds; a sturdy red and yellow base ensures a safe ride.

Kiddie Rides

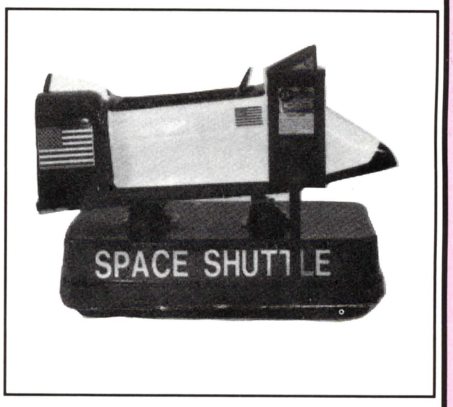
Jr. Carousel
Carousel

Features: Calliope music on a three-rider carousel that's built to stand constant use. Candy-striped poles, red and white canopy top, and double-guarded cash box.



Knight Rider
Carousel

Features: That famous sleek black car with the special powers still registers well with young drivers. No-jerk starts, all-steel frame, and double-guarded cash box.



Space Shuttle
Carousel

Features: A space vehicle decorated with American flags. The heavy-duty black base seats a young astronaut ready for flight; double-guarded cash box with secure 11-gauge steel outer cover.

Thunder Horse
Carousel

Features: Next to the carousel, the horse is the most traditional kiddie ride. Here he's done in a soft buff color and stands on a sturdy blue and yellow base; double-guarded cash box standard.

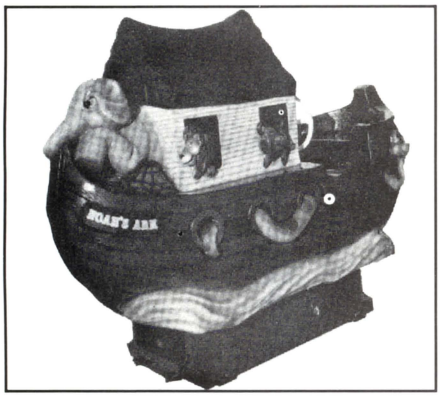
Fireman
Coastal Amusement

Features: Gleaming metallic silver and red fire truck with a fireman decked out in blue invites youngsters for a ride. Lights and sound effects, backward and forward motion; by Whittaker Bros.

Mean Machine
Coastal Amusement

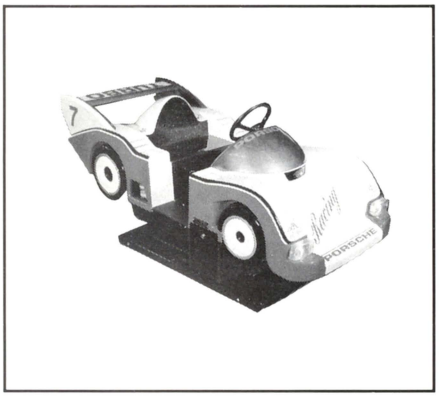
Features: Self-colored fiberglass, large secure cash box, access to volume control for sound effects behind the cash box; telescopic handle in base of the machine; by Whittaker Bros.

Kiddie Rides



Noah's Ark
Coastal Amusement

Features: The Bible story comes to life in this whimsical treatment especially for children. Red, white, and green, with elephant in front, the ride sways back and forth; by Whittaker Bros.



Porsche Turbo
Coastal Amusement

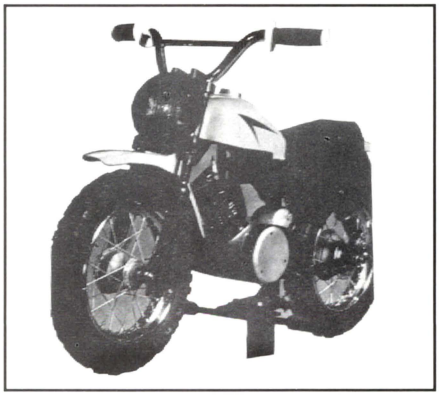
Features: Front and rear flashing lights, authentic Porsche colors in a Le Mans-style racing car, engine and horn sound effects, telescopic handle at the front, rear castors; by Whittaker Bros.

Kiddie All-terrain
Dudley's Kiddie Amusements

Features: Royal blue and yellow fiberglass body with oversized tires and big handlebars to attract youngsters; realistic sounds, standard coin box of 1/8" steel plate.

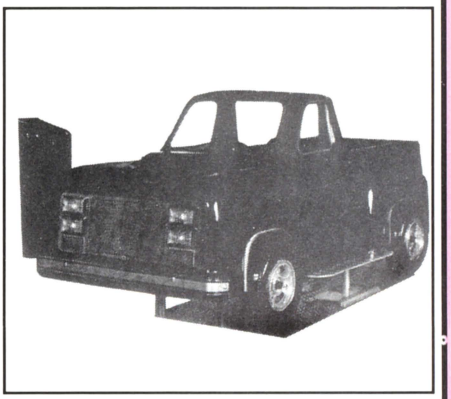
Kiddie Karousel
Dudley's Kiddie Amusements

Features: Red, white, and blue carousel with yellow and blue canopy; three carousel horses; fiberglass body; steel fabrication for the coinbox, base, and security covers.



Motorcycle
Dudley's Kiddie Amusements

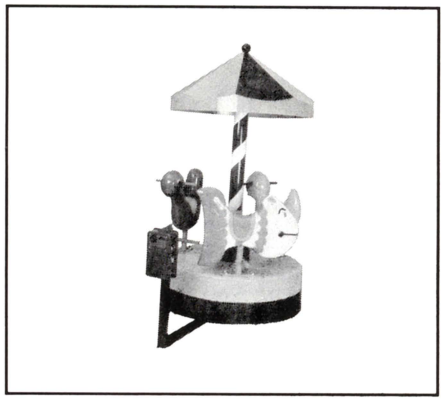
Features: Black, red, and yellow cycle invites children to try out the motion of a real street machine, complete with sound effects; there's also the totally self-contained Dudley security system.



Mud King
Dudley's Kiddie Amusements

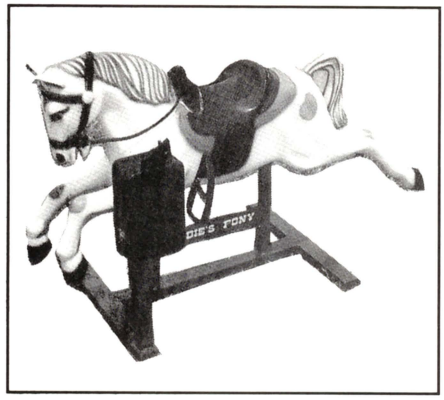
Features: A classic red truck sure to draw a youngster's eye; lights and sound effects; standard, state-of-the art security box with double coin mechs.

Kiddie Rides



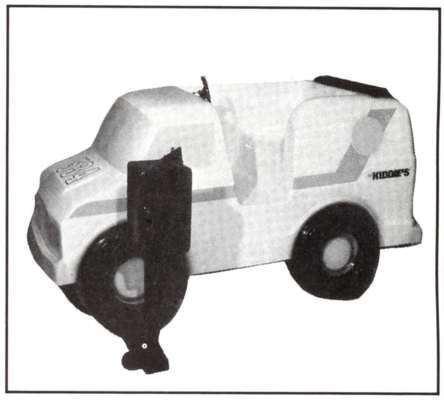
Carousel
Kiddies of Florida

Features: Integrated sound; heavy-duty metal and fiberglass construction; single pole in center; three characters; red and yellow canopy top; one-year warranty on moving parts.



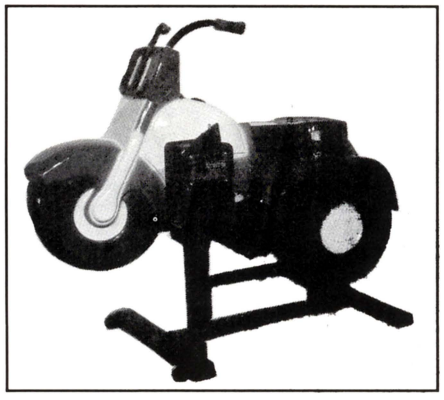
Pony
Kiddies of Florida

Features: White pony with black saddle accented in blue/green; equipped with coin counting meter as in all KOF rides; safety tested; motor-gear box direct drive.



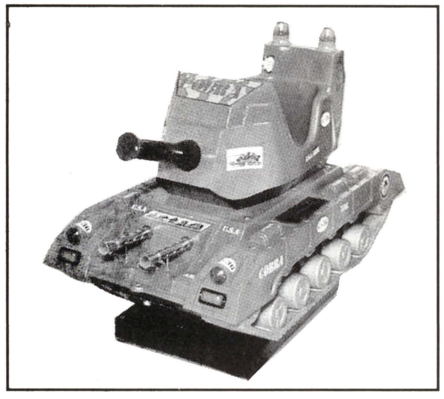
Teen Van
Kiddies of Florida

Features: Aspiring deliverymen can climb into this child-size van and enjoy the sounds and feel of the real thing. Same standard features as other KOF rides.



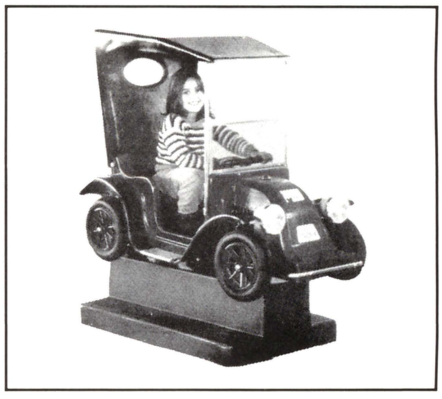
Wheeler
Kiddies of Florida

Features: Brightly-colored red, black, and yellow three-wheeler made of heavy duty metal and fiberglass; integrated sound; one-year warranty on moving parts.



Cobra Army Tank
Kiddie Rides USA

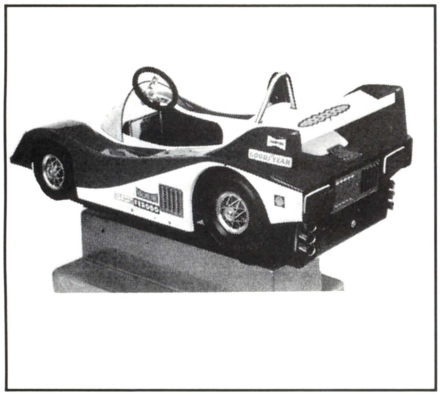
Features: All the detailing of a real military tank, including swiveling top section with mounted cannon, machine guns in front, and realistic sound effects and lights.



Old Tyme Car
Kiddie Rides USA

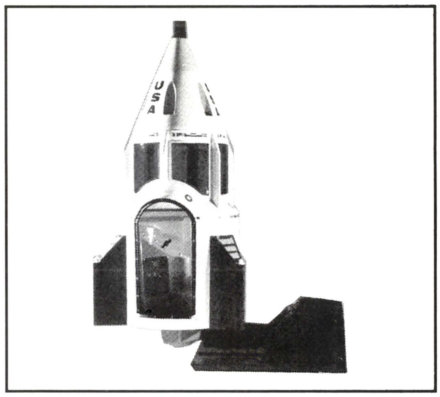
Features: Children can step back in time in this antique car; red and black with a single oval window in the rear; working headlights and old-time horn sounds.

Kiddie Rides



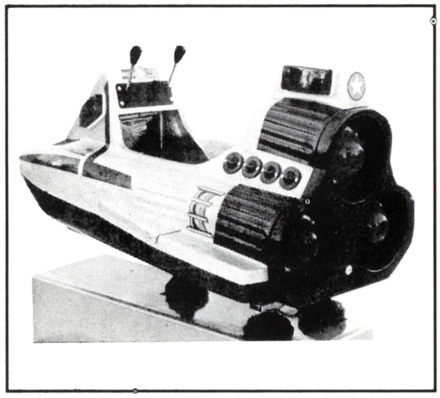
Porsche
Kiddie Rides USA

Features: Look out for this red and white super sports model with racing decals and flashing lights. Young drivers will be anxious to take the wheel of this one!



Space Shuttle
Kiddie Rides USA

Features: Hydraulic ride with rotation— a real step into the world of outer space. Red, white, and blue coloring; true spaceship feel; stands 6'8" long by 4' wide by 9'9" high.

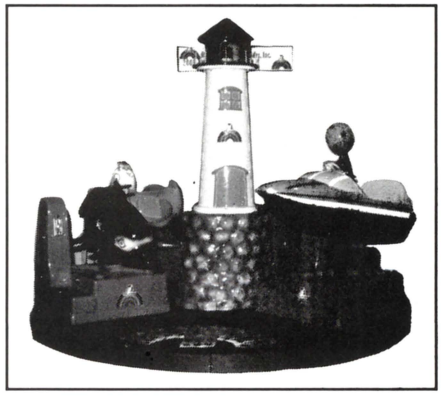


Sputnik
Kiddie Rides USA

Features: Here's an unusual, eye-catching spacecraft that mimicks the first one to orbit the earth. Jet boosters dominate the back of this white, red, and black ride.

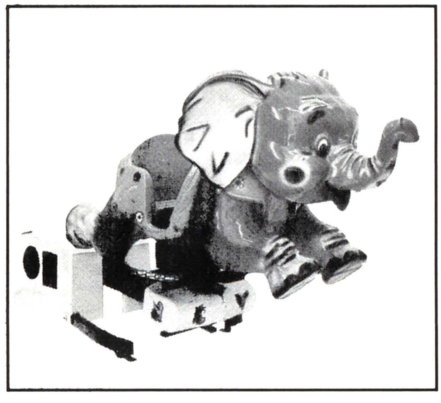
Carousel
Miracle Recreation

Features: Musical, miniature merry-go-round that's built for use inside or outside; constructed of sturdy fiberglass and steel; computer-generated calliope tunes; comes in red, white, and yellow.



Sea Lion
Rainbow Amusement Rides

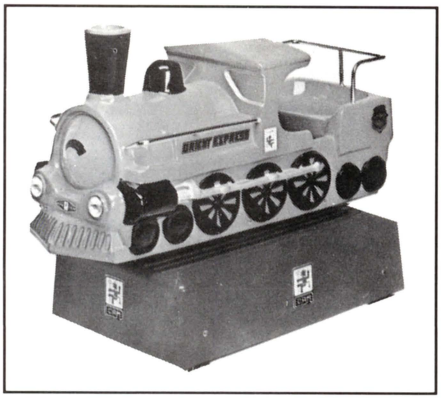
Features: One of a series of 15 interchangeable kiddie rides with UL approved motors, belt driven movement, and fiberglass bodies. Among them: airplane, pony, speed boat, crocodile, donkey, dolphin, elephant, and fantasy horses.



Elephant
Zamperla

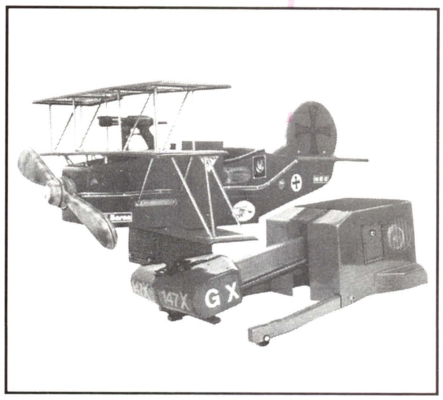
Features: An animal character ride reminiscent of the famous Dumbo; done in bright orange, blue, green, and white; hydraulic lift with sound and lights.

Kiddie Rides & Novelties



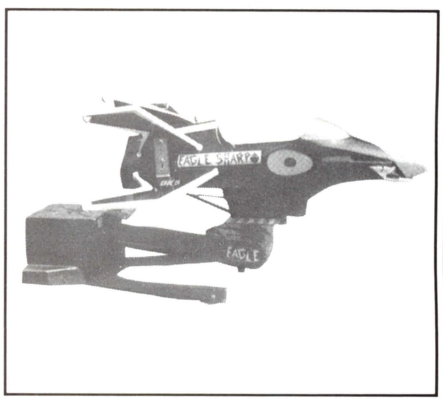
Little Train
Zamperla

Features: Youngsters can take a turn as chief railroad engineer on this mechanical ride; it looks like Tootle, the storybook engine that learned to stay on the tracks.



Red Baron
Zamperla

Features: Snoopy's nemesis, the Red Baron, piloted a plane just like this one; a hydraulic lift ride of molded fiberglass, with sound and lights.



Sharp Eagle
Zamperla

Features: "Sharp" is the correct term for this black and gold hydraulic ride that's reminiscent of a jet fighter. It also has sounds and lights for added appeal.

Are You Compatible?
A.C.S. Corp.

Features: Gives customers a personal compatibility printout; easy-to-follow instructions are displayed on the center of the video terminal; customers interact with the computer while finding out their "compatibility quotient"; bright red; hearts on backglass; accepts four quarters or $1 bills.

Love Meter
A.C.S. Corp.

Features: LED readout with 120-character message; player-controlled hand switch; the cabinet is pastel blue with colorful backglass; the game is convertible by changing the glass and one ROM; the game is also available under these titles: Love Forecaster, Sex Meter, and Sensuality Meter.

NO PHOTO AVAILABLE

The Head Shrink
Adrian Enterprises

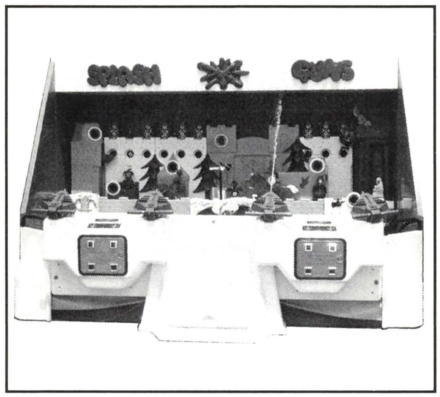
Features: This novelty piece takes a humorous turn, with a cartoon psychiatrist analyzing a patient; the program is a comprehensive scientific test designed to deliver a candid mood analysis; thousands of mood profiles are possible; all-steel cabinet and coin chute; a $350 capacity coin box.

Novelties & Redemption

NO PHOTO AVAILABLE

Stargazer
Adrian Enterprises

Features: Displays the player's daily horoscope and lucky lotto numbers with a backlit LCD module; players enter their birthdate and chosen forecast date by way of five membrane switches and a flashing "enter" button; the machine returns a verbal greeting; ring of green lights in the attract mode.

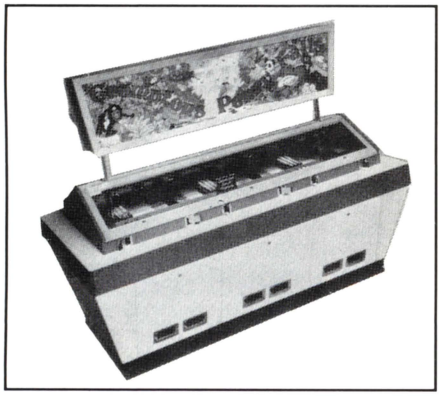


Splash Guns
Alter Enterprises

Features: Mounted guns fire a stream of water at 38 animated targets; when they are hit, flags spin or knights fall down; plastic covering protects coin mechs; animations are snap-on sections and can be changed; Alter Enterprises also manufactures remote control cars and boats.

Astroluck
Astroluck Corp.

Features: A lucky lottery number vending machine; microcomputer-programmed to select lucky numbers based on birth dates; the program uses a Chinese astrological and numerological formula; cumulative accounting system; the unit can be used as a countertop or placed on a pedestal.



Penny Falls
BFE Enterprises

Features: Twelve swivel roll-in chutes; unique landscaped playing field; quality cabinet construction; double-sided, illuminated top sign; alarm system fitted; measures 77" high x 42" wide x 80" long.

Silver Skis
BFE Enterprises

Features: Six-player pusher with bright blue cabinet and header in red, white, and blue; unique moving coin slide with splash feature; solid cabinet construction; full tilt alarm system; measures 54" long x 36.50" wide x 74" high.

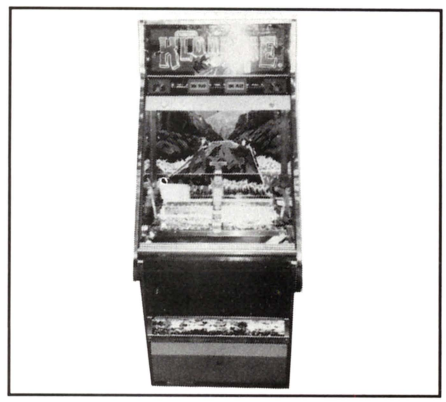
Lectro Beans
Bean Industries

Features: The game of bean bag toss comes to coin-op; automatic electronic scoreboard equipped with digital readouts that keep track of each player's score through five frames of play, as many as six players at a time can compete; measures 22" wide x 42" deep x 73" high.

Novelties & Redemption

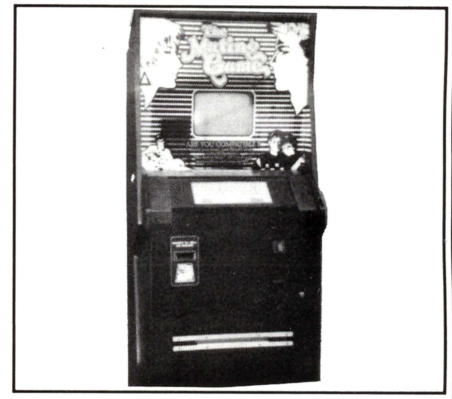
Lotto Fun
Betson Enterprises

Features: Upright cabinet styling in this coin-op version of the popular lottery game; many operator adjustments in games, pricing, and awards; joystick and button controls; tokens or tickets awarded; bill acceptor available.



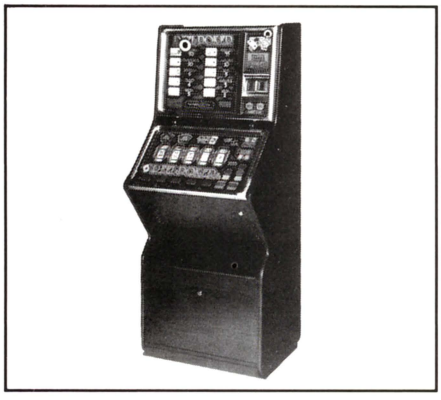
Klondike
Betson Enterprises

Features: A one-player coin pusher; measures 26'' deep x 31'' wide x 63'' high, making it suitable for most locations; a skill-stop game, it offers a token or ticket payout and a 10-token bonus feature; the cabinet is bright red, blue, and yellow with gold trim; manufactured by Crompton.



The Mating Game
Betson Enterprises

Features: Players enter name and birthday along with that of a friend and receive a personality and compatibility profile printout; the game has a high quality printer, dollar bill acceptor, and adjustable pricing; available in arcade style (pictured) or cabaret.

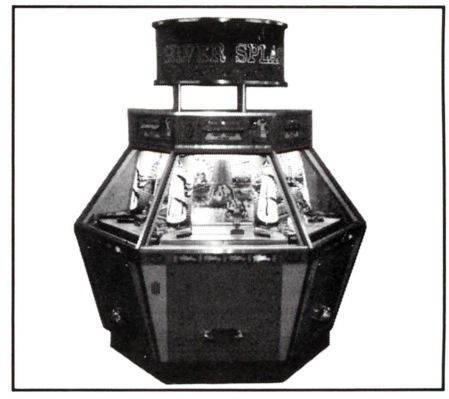


Reel Poker
Betson Enterprises

Features: A unique redemption game featuring poker play with cards appearing on reels like a slot machine; players can double their winnings with a high-lo feature; there's also adjustable pricing and a skill feature.

Riviera
Betson Enterprises/Coin Concepts

Features: Manufactured by Crompton; a six-player coin pusher with a super-wide playfield; bonus stacker feature; special token-dispense model; unit is bright red, yellow, and blue with a colorful overhead display; synthesized sound effects; also available in two-, three-, and four-player versions.



Silver Splash
Betson Enterprises/Coin Concepts

Features: Manufactured by Crompton; a six-player coin pusher with a super-wide playfield; moving slide with changing bonus; full tilt alarm; fully metered; awards tickets or tokens; the cabinet measures 78'' high x 78-1/2'' wide x 78-1/2'' deep.

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Saturday, March 10
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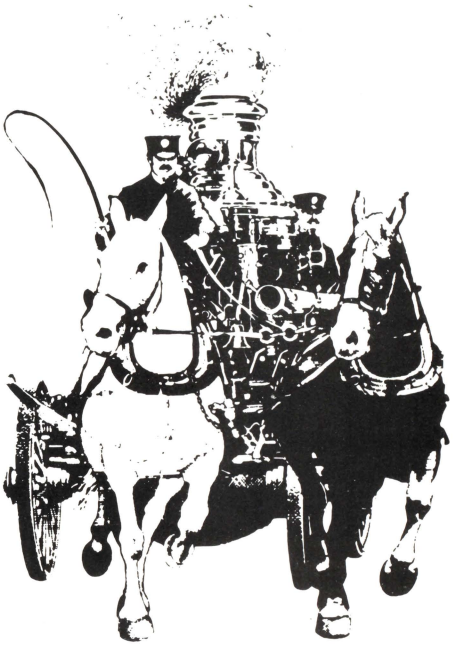

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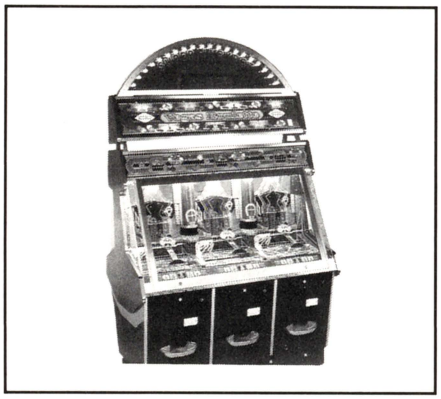
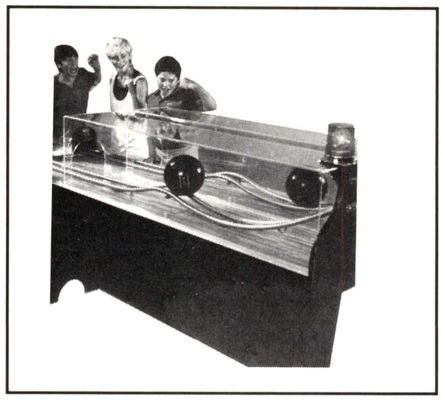
Novelties & Redemption



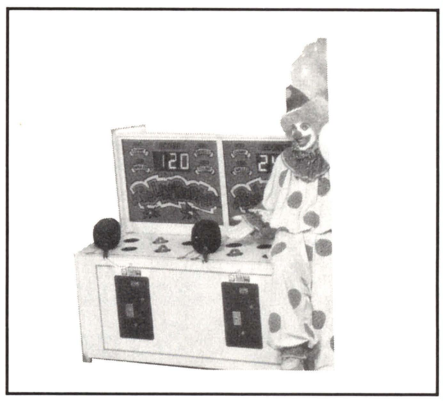
Vegas Roulette/
New York, New York
Betson Enterprises/Coin Concepts

Features: Cabinet background with Las Vegas city scene or New York City and skyline; ticket or token payout; six player stations; four jackpot awards (adjustable); full tilt alarm system; fully metered; optional super jackpot; measures 54'' long x 41'' wide x 77'' high.



Bowler Roller
Bob's Space Racers

Features: A skill testing game in which players must roll a 12-lb. bowling ball down two steel rails to a stop in the pocket area; comes with winning beacon lights and ticket dispenser; both the rods and ball are in an enclosed lane.

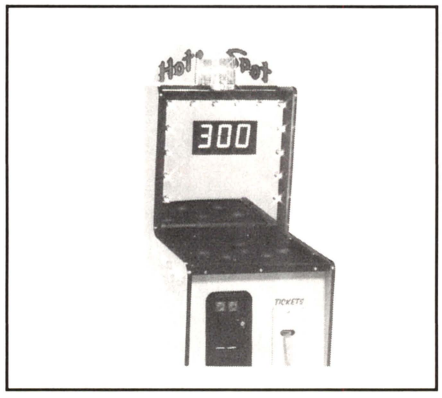


Bully Buster
Bob's Space Racers

Features: Scaled-down version of *Whac-A-Mole* for the younger set; players try to bop pesky little orange creatures that keep popping their heads up all over the playing surface; micro-synthesized sound creates a festive atmosphere.

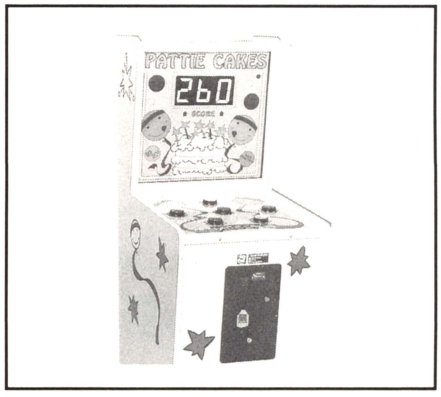
Can Alley
Bob's Space Racers

Features: Four-player unit size, with larger model available; adjustable score; winning beacon; Formica- finished construction; side netting keeps balls inside playing area; players toss balls into colorful trash cans, with lids opening and closing at random.



Hot Spot
Bob's Space Racers

Features: Formica-finished construction; coin box for one or two coins or tokens;, winning beacon; locking cash box; progressive difficulty level; selector switch; unlimited score; high score of the day; and electronically-synthesized sound.



Pattie Cakes
Bob's Space Racers

Features: Progressive difficulty level; Formica cabinet construction; unlimited score; selector switch for beginner, intermediate, or advanced play; touch the six lighted cupcakes flashing at random before they go off.

Novelties & Redemption

Roll-A-Ball Derby
Bob's Space Racers

Features: Indicating lights; player-counting systems; foot switches; individual unit activation; automatic winner lights and bell; automatic game shutoff; roller chain and sprocket movement; "mini-mac" sound effects; five different-sized models available.

Super Shifter
Bob's Space Racers

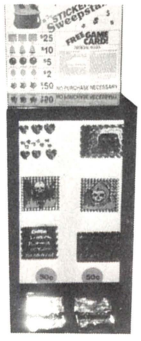
Features: Speedway game that challenges players to shift gears with precise timing. Automatic winner lights and bell, Hurst shifters, coin box for one or two coins or tokens, drag strip starting lights, variable ticket dispenser, four-or six-player models.

Whac-A-Mole
Bob's Space Racers

Features: A classic mole-bopping game in which players whack clever moles as their heads appear randomly, defying the players to catch them. Safe rubber hammers for bopping, sign and beacon on top, options include variable ticket dispenser and parts kit.

Tournament Ice Hockey
Cadillac Marketing

Features: Ice hockey game in a woodgrain cabinet with sturdy legs, a dome top and double coin mechs; requires a smaller amount of space than a regulation size foosball table; suits many locations.



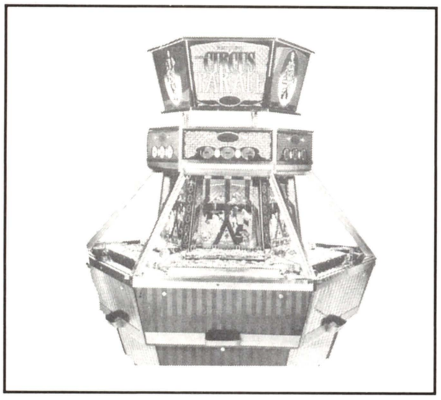
Sticker Sweepstakes
Cadillac Marketing

Features: Bright red cabinet that comes with a stand, double coin mechs, sticker, and sweepstakes game card; dispensed with each 50-cent play; players have a chance to win from 50 cents to $25 with their game cards.

Buccaneer
Coastal Amusement

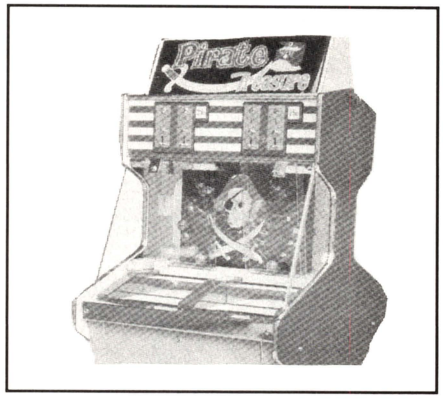
Features: Pusher available as four-player centerpiece or two-or three-player wall unit, double coin mechs, front playfield perspex released by service locks for easy loading, new laminate finish for cabinet, sound effects, and adjustable tilt protection with alarm system.

Novelties & Redemption



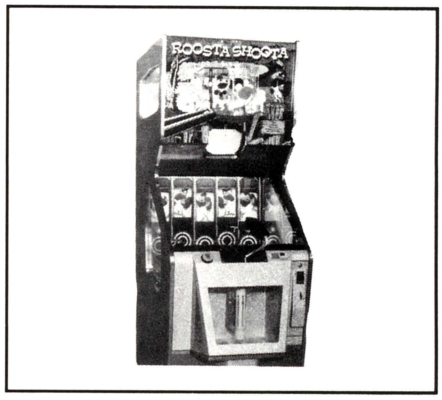
Circus Parade
Coastal Amusement

Features: Six-player pusher with dual self-filling jackpots; full anti-cheat system; available with or without changers; coin display; brightly-colored, hexagon-shaped unit with circus-theme and wide viewing area for player appeal.



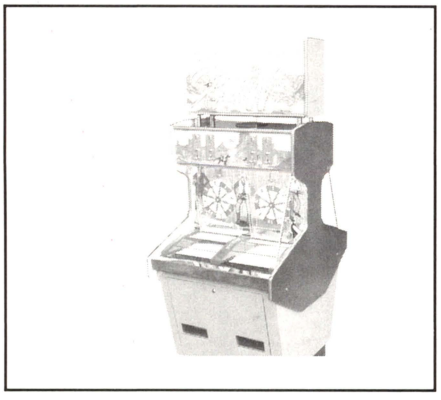
Pirate Treasure
Coastal Amusement

Features: Pirate-themed pusher; two- or four-player unit, running lights; playfield design with shaped stainless steel leading edge for maximum overhang; clever use of mirrored perspex for visual impact; sound effects with adjustable volume; bonus feature available.



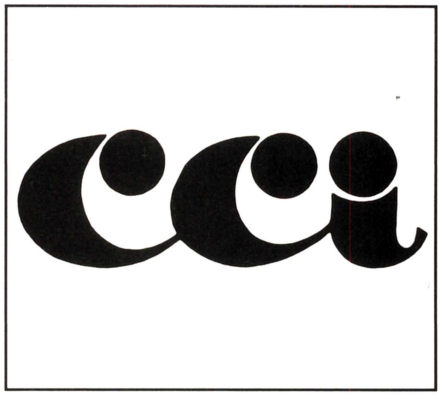
Roosta Shoota
Coastal Amusement

Features: A redemption shooting game that rewards high scoring with the ability to select a prize; players shoot balls through targets topped by pictures of a rooster; when a player scores 20 hits, he or she can then choose a prize; adjustable time; plywood construction; plexiglass panels.



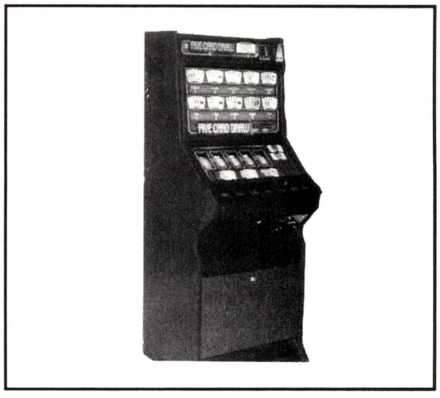
Wild West Rick Wheel
Coastal Amusement

Features: Two- or four-player pusher with Wild West theme; cabinet finished in red pin stripe laminate with chrome detail; bonus feature; pendulum alarm system that diverts payout coins to cash box in the event of machine being lifted or banged.



Body Match
Coin Concepts

Features: A skill-stop game that invites players to match up the head, torso, and legs of a seashore character; a horizontal wheel game, it involves the player with starting, stopping, and holding the "second spin" phases of the game; comes in either ticket or token award models.



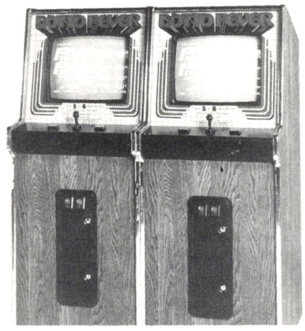
Five Card Draw
Coin Concepts

Features: A skill-stop card game that allows the player a second card draw to win either tickets or tokens; the game's two coin entries will accept from 10 cents up to $1 per play; adjustable percentaging; high-lo double-up.

Novelties & Redemption

Jumbo
Coin Concepts

Features: Toy vendor that features a playful elephant who dispenses a variety of items; uses a vacuum system to pick up prizes with the elephant's trunk and place them in the prize chute; voice-attract play mode; double coin mechs; three-sided view of the prizes; manufactured by Glendale.



Lotto Fever
Coin Concepts

Features: A lottery game that requires players to pre-select numbers and try to skillfully capture them; high-lo option; high-score roster; ticket or token payout; available in either dedicated or kit form.

Love Meter
Coin Concepts

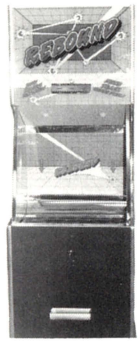
Features: Talks to the player during attract modes and game play; offers different male/female categories; comic graphics to amuse players; the ratings range from shy to sexy, wimp to wolf, and all places in-between.

The New Mating Game
Coin Concepts

Features: Offers a compatibility check and a computer printout, which tells the player how well he complements his or her spouse, girlfriend, boyfriend, etc.; high-speed printer; reliable paper delivery system; Rowe $1 bill acceptor with stacker.

Power House
Coin Concepts

Features: A talking strength tester with adjustable grip; an attract mode calls the players, then ranks their ability on a vertical meter; a comical phrase is tossed in for humor; colorful graphics; adjustable pricing; suitable for men, women and children.



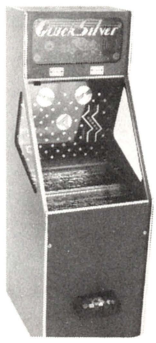
Rebound
Coin Concepts

Features: A coin-operated "cover-the-spot" game; players attempt to land their coin on various playfield targets; covering the bullseye with the coin scores a win; bonus features; coin interaction; operator adjustable; a one-player unit.

Novelties & Redemption

Action Lotto
Gamco International
(formerly Showcase)

Features: Player-interactive redemption game using lightweight plastic balls that are propelled by a jet stream of air; player selects three numbered pockets; brightly colored rectangular cabinet; operator-adjustable time; $1/$5 bill acceptor standard; one or two plays per dollar.



Quicksilver II
Gamco International
(formerly Showcase)

Features: Updated version of the *Quicksilver* coin pusher; jam-free dual hopper system; coin lift bar that deflects the coins backward if the game is vibrated; two rotating paddle wheels; gold coin graphics on playfield with six bright colors; improved skill features.

Nellie
Gamemasters

Features: A novelty vendor that dispenses prizes in capsules; stars a cuddly elephant as an attract mode in the center of the machine; Nellie wears an Uncle Sam-type hat, which blends nicely with the cabinet's red, white, and blue colors; manufactured by Topline Leisure Ltd. of England.

Silver Shot
Gamemasters

Features: Coin merchandiser; has a prize display area; accepts tokens or quarters; ticket dispenser; holds 6,000 tickets; skill aim stop/skill ledge stop; security system; solid plywood construction; measures 26'' wide x 36'' deep x 76'' high; coins in/coins out.

Sharp Shooter
Gamemasters

Features: Same features as the *Silver Shot*; fully programmable for any mode of operation; suitable for all locations.

Grand Slam
Gremlin

Features: Wall game; two-player contest; batter scores for single, double, triple, or home run; strike scores for opposing team; attention-grabbing sounds and graphics; infrared controllers; standard components for easy maintenance.

I have had 0 service calls in over one month of operating my **QUICK SILVER II**.
– S.L., Texas

*One **QUICK SILVER II** is outperforming my 8 player English made coin pusher week after week & that's a fact . . .*
– D.M., headquarters in Mass.

*My **QUICKSILVERs** are legal redemption games! It had the features I was looking for in a coin pusher.*
– J.L., New York

Quick Silver II

Field-Proven Coin Pusher with Skill Features . . .

The new **QUICK SILVER II** is very reliable. A lot of thought went into the features and the quality.
– A.Y., Virginia

***QUICK SILVER II** has been my #1 money-maker week after week in my game room. No other game comes close.*
– C.B., Carolina

*I have tried different coin pusher games. **QUICK SILVER II** proved to be the best and Showcase backed their product. I just ordered another one for my Texas arcade.*
– J.F.F., Chicago

I have two **QUICK SILVERs** side-by-side. Customers stand in line to play. I haven't seen this kind of enthusiasm with a game in a long time.
– C.M., Florida

*My **QUICK SILVER** takes in more money on my route than any game I have ever owned. I run strictly legal redemption games.*
– R.S., Alabama

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- quarter or any size token IN . . . quarter or any size token OUT
- jam-free, dual-hopper system
- ticket dispenser optional
- full alarm system
- new playfield graphics
- improved skill features
- cabinet has all-wood structural members
- fully metered

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FUTURE STARS NEED GREAT MOMENTS NOW

AAMA and AMOA have teamed up to create a poster featuring New York Yankee Don Mattingly for the National Committee for the Prevention of Child Abuse. The four-color poster, which is 17 x 22 inches, represents the latest in a continuing effort by the associations to enhance the image of the coin-op industry to the American public. Operators wishing to have free posters for their locations can call AMOA at (312) 565-4602.

Photographed by: Manny Akis and Chris Schwenk.

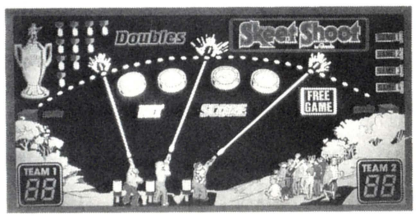
New York Yankee Don Mattingly and his family.

In the game of life, all important plays *start* at home. With your encouragement, home can be a place to build champions and celebrate victories. Give your children the inspiration they need to get past first base by rooting for them today.

For information on preventing child abuse, contact your local National Committee for Prevention of Child Abuse or write NCPCA, Box 2866M, Chicago, Ill. 60690. This message sponsored by the American Amusement Machine Association, and Amusement and Music Operators Association.

AAMA AMOA

Novelties & Redemption

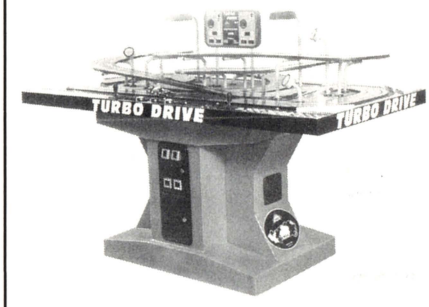


Skeet Shoot
Gremlin

Features: Wall game; accuracy of hits determines points; launch speeds vary randomly; two players compete; free game for selected hits; standard components; infrared controllers; fun to watch; all ages can compete.

Super Chexx
ICE

Features: Advanced version of the popular *Chexx* ice hockey game with a dome top, brightly colored heavy base cabinet, and dual coin mechs; designed for long life on location; reconditioned original *Chexx* games also available.



Turbo Drive
ICE

Features: Dome-topped car racing game; two coin mechs; adjustable number of turns and game timing; heavy cabinet base with bright green colors; three buttons and two joysticks on the control panel; checkered racing flags appear near the controls.

Lucky Eggs
Innovative Industries

Features: Egg vending unit with the popular figure of Fred Flintstone inside; Fred talks with players and serves as an attract mode in this brightly colored cabinet; decorated with Dino and other familiar inhabitants of Bedrock; a chicken vending unit is also available.

Big Top
Johnston Products

Features: Combination shooting game and vendor that can award the winner gum, candy, or toys; 10 shots are fired at moving targets for a score; this is an entirely mechanical game with a circus-themed cabinet that attracts youngsters; non-vendor gun games are also available.

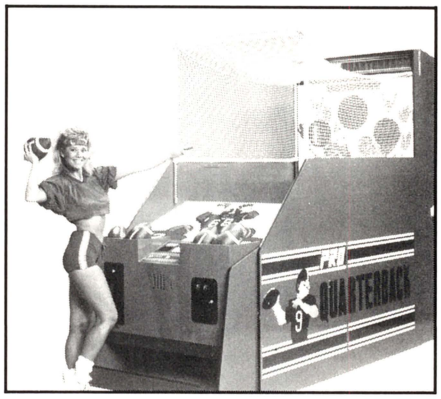
Silver Dollar Saloon
Johnston Products

Features: Rugged cabinet construction; tempered safety glass; mechanical gun with low noise level; Western-themed cabinet; optional security lock and product hopper that holds candy, gumballs, superballs, or toys.

Novelties & Redemption

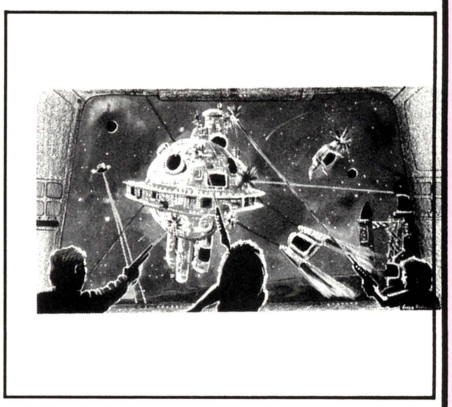
Kick 'N Catch
Johnston Products

Features: Combined novelty skill game and prize vendor with double coin mechs and digital scoring to show number of points scored and shots left; options include immediate prize with coin insertion, bonus prizes, extended play, or free game for any score level.



Pro Quarterback
Konami

Features: Players score touchdowns and field goals by passing footballs through various holes to win tickets; solid-state electronics; ultra-sensitive optic sensors for ball detection; music, sound, and lights; adjustable pricing; ticket vend and mega bonus vend levels.

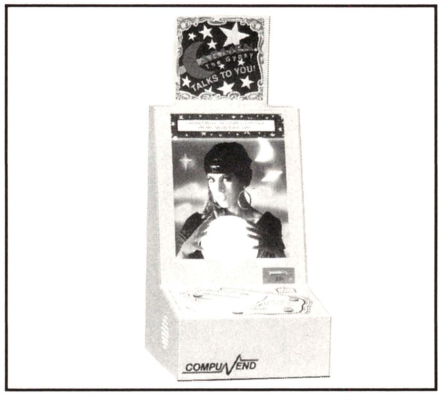


Lazer-Tron
Lazer-Tron Corp.

Features: A six-player lazer race shooting game; players compete head-to-head in a contest of speed and skill; 36 game targets (green fluorescent alien creatures); scene choices include underwater, intergalactic space, and a haunted house; hand-held lazer guns mounted on a counter.

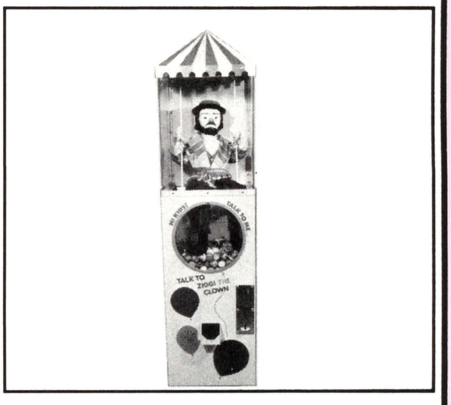
Big Top Mini Pinball
Mayoni Enterprises

Features: A game – vendor targeted for youngsters from four to 15 years old; colorful artwork with a circus animal theme; with each quarter play, the customer receives a gumball, V or one-inch capsule, and a pinball game; mechanically operated; hopper holds from 750 to 1,800 pieces.



Carmen the Talking Gypsy
Mayoni Enterprises

Features: Countertop with a microchip synthesized voice; high-visibility, four-color backlit front panel that helps attract impulse customers; Carmen reads the player's palm and predicts his or her future; one-year guarantee; new, upgraded design.



Ziggy the Clown
Mayoni Enterprises

Features: An egg or capsule vendor with a talking clown; holds over 3,000 products; no-obstruction wrap-around window; can dispense any size capsule currently on the market; Coin Acceptors coin mechanism; added door for easy access; anti-jamming feature; one-year warranty.

Carmen predicts high profits in Your Future.

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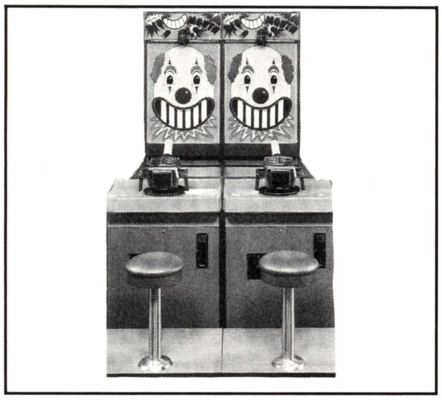
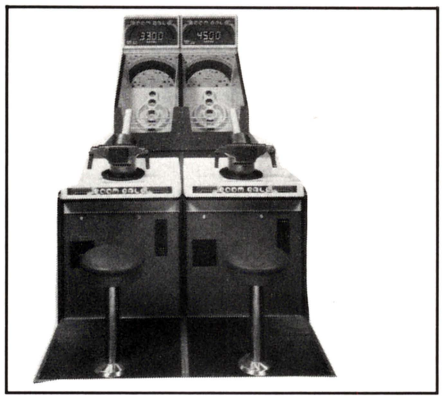
Novelties & Redemption



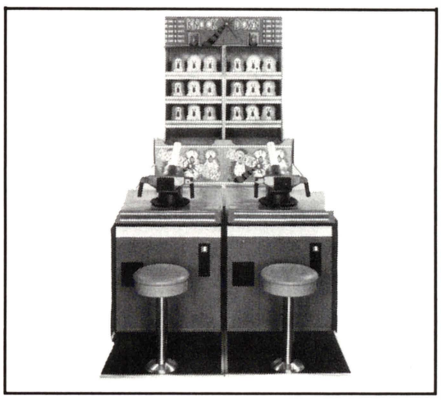
Big Mouth
Meltec

Features: Novelty game that asks players to knock out a big clown's teeth to win prizes; microprocessor-based electronics; automatic teeth reset; unbreakable Lexan clown; adjustable coinage, ticket dispensing levels, and the number of balls; can be obtained in a one- or two-station package.



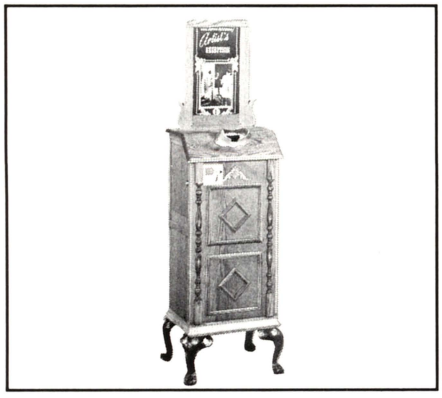
Boom Ball
Meltec

Features: Players propel balls from a cannon down a lane and into target holes with different values. A ticket-dispensing game, it is available in a cabinet size geared to taverns as well as a regulation length.



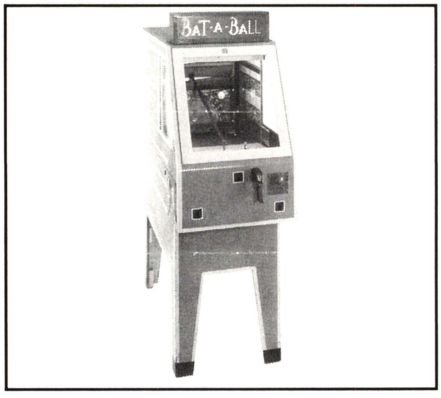
Knock Down
Meltec

Features: Auto reset system, double stitched cats, Z-80 microprocessor-based electronics, heavy duty aluminum castings, operator adjustable number of balls, coinage, and ticket dispensing levels. Available in Little Ace, Little Deuce, or individual units.



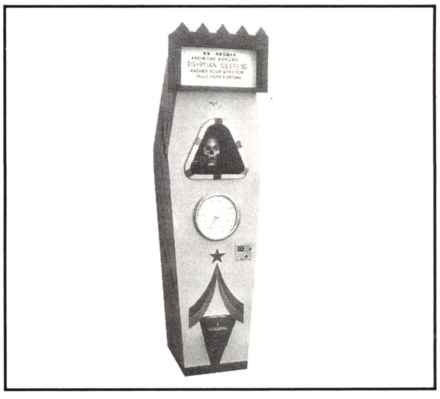
Artist's's Reception
Mike Munves

Features: Solid construction in antique cabinet; no handles to break or gears to strip; provides a mutoscope movie time of one minute per show; reel exchanges are at nominal cost; measures 20'' wide x 16'' deep x 60'' high.



Bat-A-Ball
Mike Munves

Features: All electro-mechanical with plug-in control panel for easy service; Formica cabinet; high score adjustable; separate locked cash box; players send balls down a ramp toward the bat; 15 balls are delivered at a steady rate; about 90 seconds per play.



Egyptian Mummy
Mike Munves

Features: Ramses the Mummy answers questions by nodding his head ''yes'' or ''no''; options include a fortune card feature and 25- or 50-cent play; measures 84'' high x 24'' wide x 18'' deep.

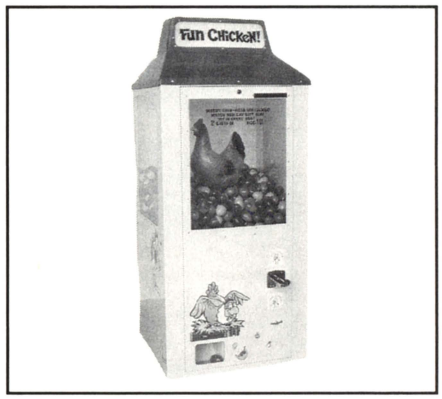
Novelties & Redemption

Grip Test
Mike Munves

Features: A strength tester that requires players to press a handle and see how high a score they can make on the dial indicator; the game is in a woodgrain cabinet; has a single coin mech; rates players from the famous Hercules to a low ebb of "See a Doctor."

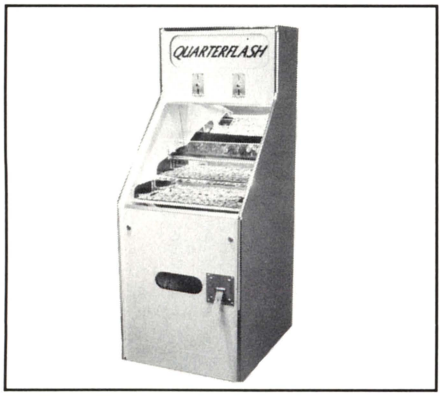
Love Tester
Mike Munves

Features: Hand-rubbed cabinet; heavy handle and metal castings; rugged and reliable mechanism; high volume capacity at 10 seconds per play; patrons try to move up from "blah," "clammy," and "harmless" to "hot stuff" and "uncontrollable."



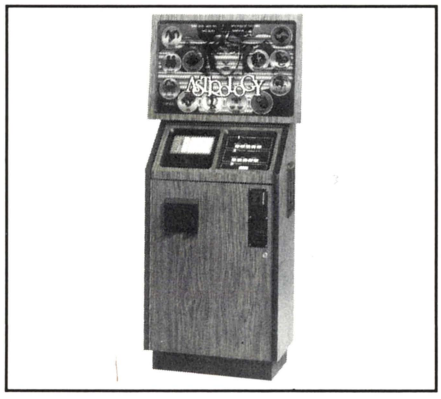
Fun Chicken
National Entertainment Technologies

Features: Prize vending unit with a chicken that clucks as it dispenses desired eggs; heavy gauge steel construction and ABS Cycolac Plastic with baked enamel finish; solid- state circuitry; optional push/pull slide; 25-cent, 50-cent, or token vending available; NET also has *Fun Parrot*.



Quarterflash
Perceptive Resources

Features: Two-tier coin merchandising game with cabinet constructed of plywood and high-quality melamine board; tilt alarm and lockout for security; stainless steel coin emchs; coin or token operation; double door locks; and optional ticket dispenser or token hopper.



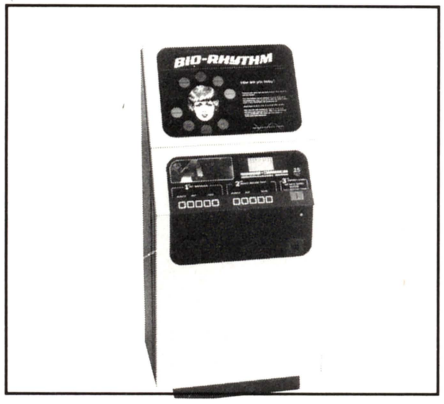
Astrology
Profitable Games

Features: Upright, woodgrain cabinet with colorful header in pink, green, blue, and yellow; invites players to find out their daily astrological forecast; single coin mech; measures 60" high x 15" deep x 26" wide.

Astro-Lotto
Profitable Games

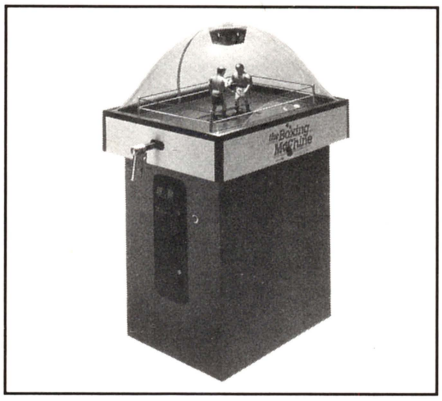
Features: Players enter their birthdate and any other lucky day to receive a card that gives a short version of the appropriate astrology forecast, as well as lucky lottery numbers; colorful red, white, blue, and yellow cabinet with a "pot-o-gold" on the front.

Novelties & Redemption



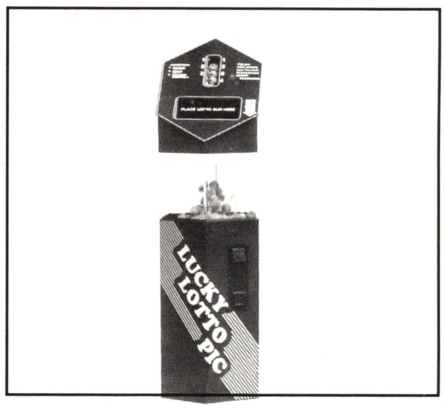
BioRhythm Machine
Profitable Games

Features: Customers enter their birthdate and today's date to receive a biorhythm profile for the day; available in a choice of cabinet finishes such as woodgrain or white; sizes range from 20'' wide to 26'' wide to best suit a location.



The Boxing Machine
Profitable Games

Features: A skill boxing game for two players; compact and dome-covered; adjustable rounds and pricing; ringside sound effects; a Lexan dome that stands up to location wear-and-tear; electronic scoreboard; over/under coin door; large, sturdy handles with a gun-grip design.



Lucky Lotto Pic
Quality Manufacturing Co.

Features: Uses air-driven bouncing balls to select lucky lotto numbers; available in either the Pick 6 or Pick 3 & 4 formats; both are solid-state and computer-controlled; LED light display; two side pockets for lucky lotto slips; one or two plays for 25 cents; finished in blue, red, and white.

Miracle Hat
Roth Novelty

Features: One- to four-player game with skill feature that allows a player to direct his coin or token; operator- adjustable; woodgrain cabinet; raised header in royal blue, red, and yellow; measures 6' high x 2' deep x 5' wide.

Pop-A-Ball
SMS Manufacturing

Features: A novelty/redemption game that combines *amusement only* video poker with a bouncing ball, which ''pops'' cards onto the 13-inch monitor above; double coin mechs; ticket dispenser; balls are mechanically propelled to a holed playfield with different card values.

Sex Tester
SMS Manufacturing

Features: Visual display of player's sex quotient shown on a pink, blue, black, and white backglass; button controls; standard dual coin mechs; adjustable from one to eight coins per play; measures 74'' high x 25.75'' wide x 21.50'' deep.

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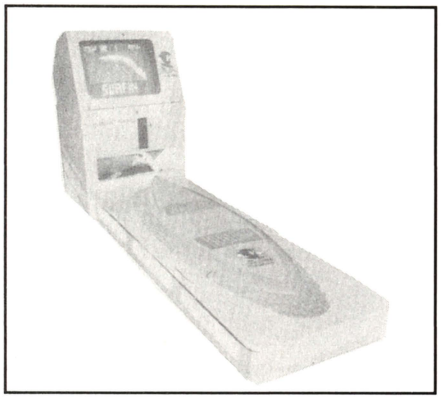
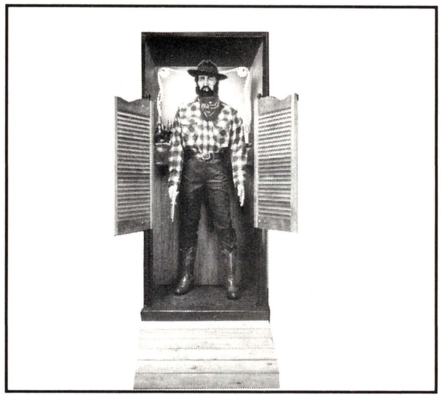
Novelties & Redemption



Urban Surfin'
Scribner Enterprises

Features: Surfing simulator video game; 25- or 50-cent selectible for five waves; full-size surfboard sits on an electronic pedestal a few inches off the ground; the board is hooked into a video screen that plays surfing music and shows color images of a surfer and crashing wave.

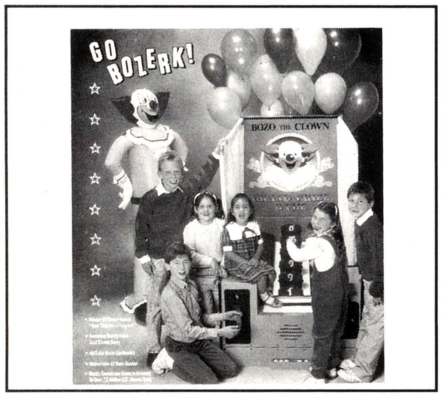


Mr. Six Gun
Vari-Tech

Features: "Quick-Draw" skill game available in economy model or deluxe model; solid-state electronics; digital sound; fully automated Western character; options include ticket dispenser and mannequin-operated water gun.

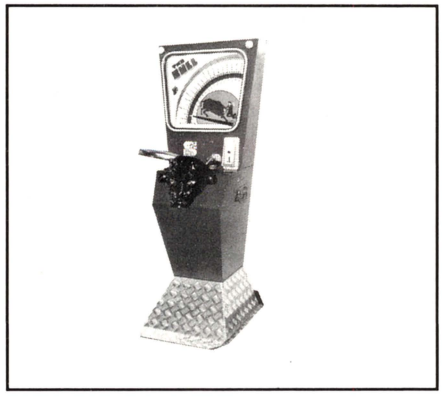
Cassette-O-Mat
Video View International

Features: A video tape rental machine; fully-automated, credit card-activated system that's capable of operating 24 hours a day, seven days a week; stores 340 cassettes of VHS format, with other options including BETA; automatically records and restores returned movies; on-board IBM computer.



Bozo the Clown
Yankee Game Technology

Features: Bozo's voice and theme song; solid-state electronics; ticket dispenser; coincides with Bozo's 50th anniversary; popular piece for young children; measures 39-¼'' wide x 90-½'' long x 60'' high.



The Bull
Zamperla

Features: A skill game testing handgrip strength; it comes with a bellowing bull sound, automatic reset for faster replay, and has low maintenance upkeep; also available is the *Bull 90* with a new fiberglass body; both games measure strength on a scale.

Gorilla Grip
Zamperla

Features: A grip-testing machine; has 16 different strength classifications; a strength-select button for male/female/child settings; plays music and talks; flashy silver fiberglass body; lightweight with wheels.

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- Winner Of Emmy Award "Best Children's Program"
- Featuring Bozo's Voice And Theme Song
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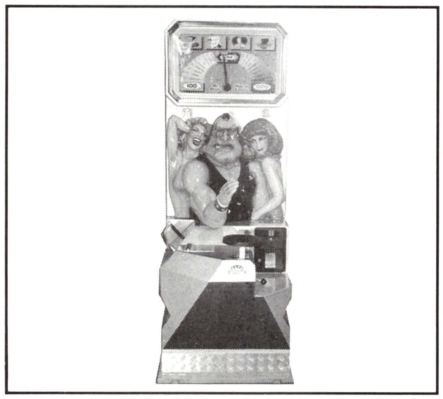
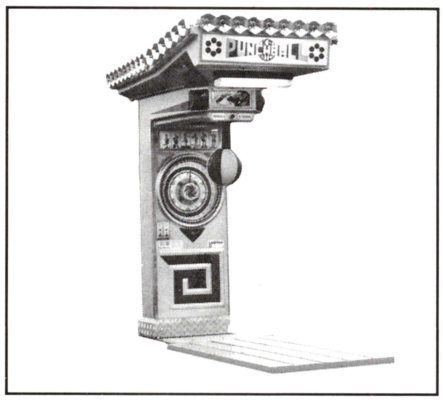
Novelties & Cranes



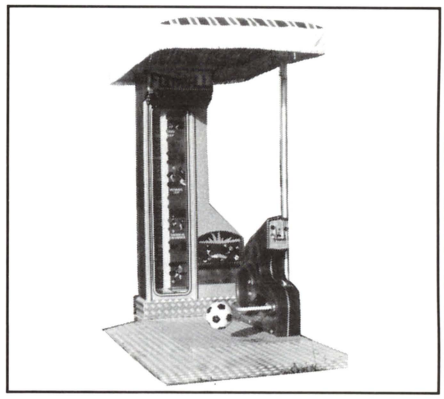
Mr. Muscle
Zamperla

Features: Strength-testing arm wrestler that lets the player choose the skill level—boy, normal, strong, or superman—and take the outstretched muscleman's arm; comes complete with new, higher-detailed scoreboard to measure strength for each level.



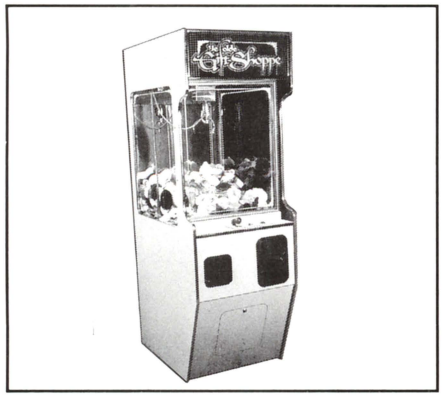
Punchball
Zamperla

Features: Coin boxes can be set for one to three punches for 25 or 50 cents; select from several models, including the *Superbox* deluxe model with large fiberglass canopy roof and special light effects; there's also the *75L*, *74N*, and *75LR* reconditioned game.



Soccer
Zamperla

Features: Measures kicking strength; comes complete with running lights and anti-skid selection buttons to determine the level of resistance; registers kicks of youngsters and adults alike; cabinet is a bright red.

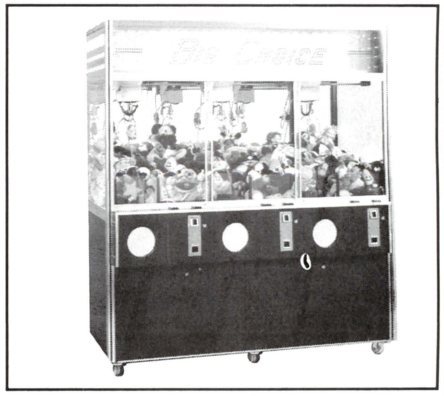


Ye Olde Gift Shoppe
Altec Mfg.

Features: Single upright with European claw unit; plexiglass exterior; coin mech for one to four coins; adjustable timer; four-way joystick control; solid-state electronics package; four tension adjustments for various prize sizes; 12 musical tunes during play mode.

Action Claw
Betson Enterprises

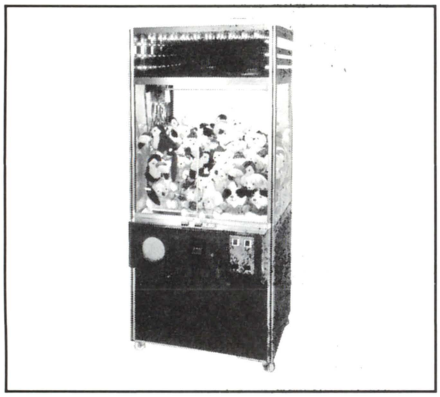
Features: U.S.-made crane with Belgium claw; simple, two-way operation; button or joystick control; cabinet of solid tongue-and-groove plywood; viewing area of plate glass; large prize capacity; oversized storage area; separate locked metal cash box.



Big Choice
Betson Enterprises

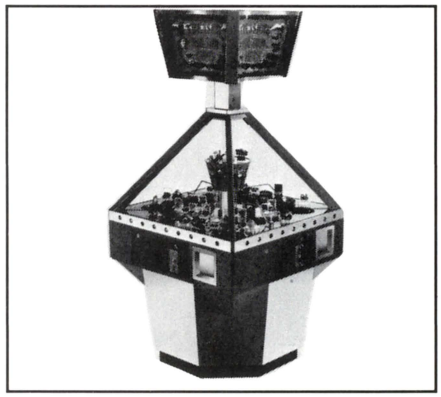
Features: Adjustable claw size and prize value; walnut or red formica cabinet; reliable Belgium mechanism; separate locked cash box; optional coin counter meter and bill acceptor; available in single, double, or triple versions.

Cranes & Rotaries



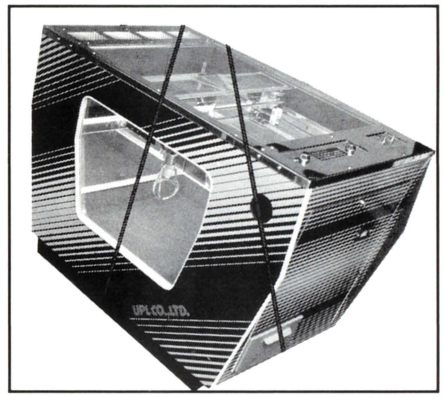
Top Choice
Betson Enterprises

Features: Single upright with oversized adjustable claw; button or joystick controls; optional $1 and $5 bill acceptor and prize counter; dual coin mech; and extra large prize viewing area and door to accommodate larger prizes.



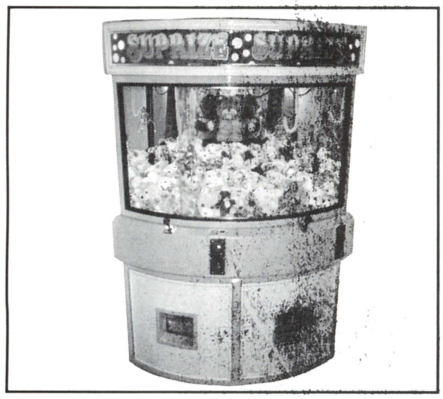
Treasure Island Gifts
BFE Enterprises

Features: Four-player unit with percentage adjustments and adjustable speed of turntable; silkscreened turntable for player appeal; full tilt alarm system; perimeter running lights and sound system. Cabinet of bright red, white, and blue.



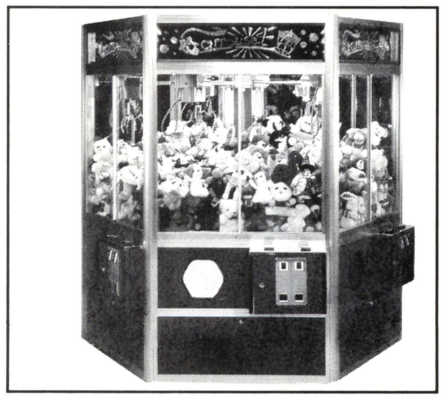
UPL Lucky Lowboy Crane
Coastal Amusement

Features: One-player lowboy in multi-colored cabinet with two button controls; tempered safety glass viewing area; plywood cabinet construction; PCB with microprocessors; sound system; and adjustable coinage with one coin mech.



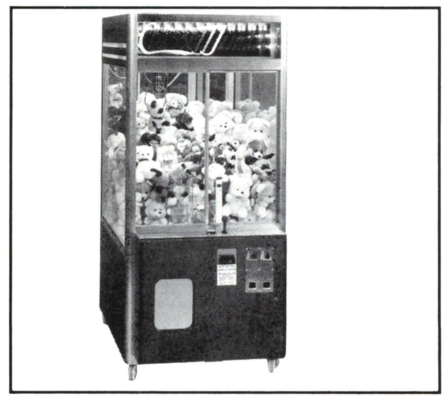
Suprize Suprize
Coastal Amusement

Features: Two-player pie-shaped unit with 20-inch tall talking/singing teddy bear attract mode; one-piece molded fiberglass construction in light blue color; and prize storage capacity for up to 200 items. Several units can be placed together for full circle effect.



Classic Carousel
Coin Concepts

Features: Three-player multi-sided crane with full viewing of prize area; joystick or button controls; dual coin mechs at each player station; large prize chutes and coin boxes; locking caster wheels; bill acceptor optional. Two units can go back-to-back to form a hexagon.



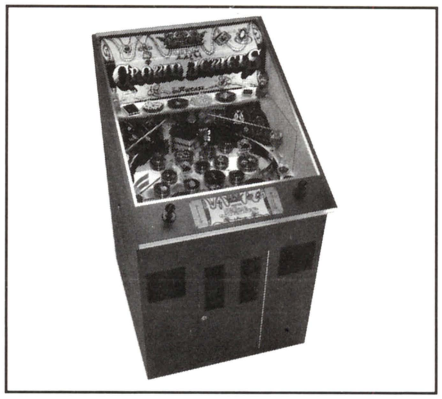
Classic Jumbo
Coin Concepts

Features: One-player game with button or joystick control; fully-adjustable mechanism; dual coin mechs; extra capacity playfield and wide prize door; options include prize counter and Rowe bill acceptor. Dimensions: 77" high x 35" wide x 43.5" deep.

Cranes & Rotaries

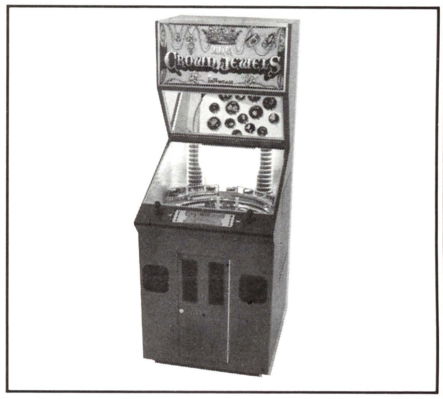
Tiger Paw
Drews Distributing

Features: Multi-sensory devices for security, tilt, and chute; operator-selectable play settings; separate locking cash box and prize storage compartment; coin-in meter and prize-out meter; hinged front door; joystick or button control; and locking caster wheels.



Crown Jewels 30-Cup
Gamco International
(formerly Showcase)

Features: Two-player unit with joystick control; space-saving design; shake and tilt alarm; high visual impact viewing area; plexiglass window for safety; adjustable pricing and timer; modular electronics; extra large coin box; self-stocking, 30 cup-reserve model.



Crown Jewels 80 / 90-Cup
Gamco International
(formerly Showcase)

Features: 80/90-cup reserve rotary with self-loading by gravity; two-player action; joystick control; directional control of sweep arms; automatic security gates; adjustable pricing and timing; $1/$5 bill acceptor available.

Custom Crane
Gamco International
(formerly Showcase)

Features: Adjustable timer and coinage; joystick standard; rotating playfield that moves toys via baffles and eliminates dead corners; interchangeable marquees available for seasonal emphasis; formica covered cabinet. Also available, *Double Custom Crane*.

Super Spin Out
Gamemasters

Features: Single player rotary with self-loading gravity feeders that automatically reload the playfield after a prize is won; sturdy plywood construction and easy front door access to all electronic and mechanical parts.

Jumbo Skill Crane
Grayhound Electronics

Features: Jumbo adjustable six-inch claw; plexiglass side viewing area and tempered glass front; dual coin mech; rolling locking wheels; button or joystick control; LED read-out for coins and seconds; coin accumulator and bill acceptor included.

It's new, It's classy, it's state of the art and it's sweeping the Country

The *Diamond Claw* challenges players to direct a mechanical claw to a prize, to pick it up and victoriously deliver it to the player.

And for the best and most tenacious players what a prize it is. Unlike any other game on the market the *Diamond Claw* delivers quality custom jewelry. Prizes that are irresistible to the ladies and one any man can't help wanting to deliver.

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MICROPROCESSOR CONTROL, providing unrivaled flexibility and reliability.

COIN ENTRY, allows for continuous play in sequence up to 225 coins. Coin counter cannot be re-set.

UNIQUE LIGHTING SYSTEM, that illuminates the entire prize area, then switches to a spotlight illuminating the Diamond Claw as it moves down to pick up and deliver the prize.

OWNER ACCESSIBLE SWITCH, determines the number of coins needed to play from 25¢ to $1.50.

SAFETY DEVICES, protect against the game from hanging-up or damaging itself in case of mechanical or electrical failure. In most cases the game will restart itself following temporary failures.

BUILT IN SECURITY, devices include battery operated anti-theft and tilt alarm.

DIRECT MECHANICAL DRIVE, insures positive trouble-free traction. The Mechanical Transport is built to last, designed with automotive quality drive motors.

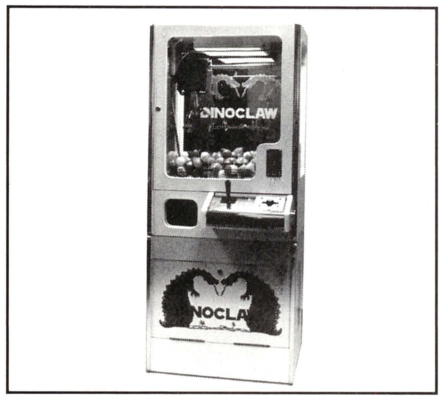
BUBBLE-GUM DISPENSER, provision for bubble-gum or other prizes with every play.

THE DIAMOND CLAW, will offer quality custom jewelry.

Cranes & Rotaries

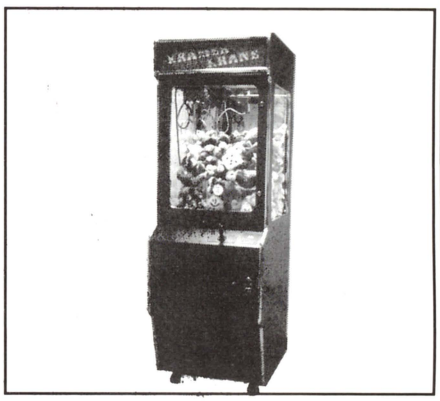
Skill Crane
Grayhound Electronics

Features: Adjustable claw; dual coin mech; plexiglass viewing area; joystick or button control; large metal coin box; deep prize area and LED read-out time for game play; coin accumulator and optional bill acceptor. Also available: double and triple models and all-metal cabinet model.



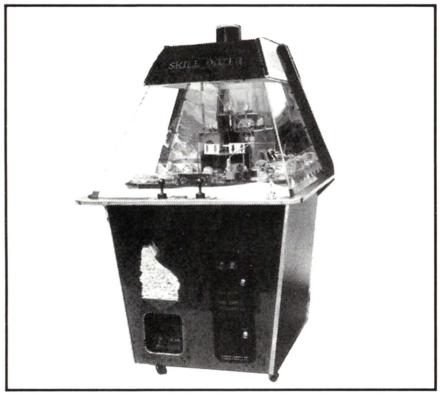
Dinoclaw
Kramer Mfg.

Features: Dinosaur motif upright crane that gives a prize with every play. It operates the same as Kramer's standard mini upright crane with the exception that if a prize is not won, the claw returns to home and continues play.



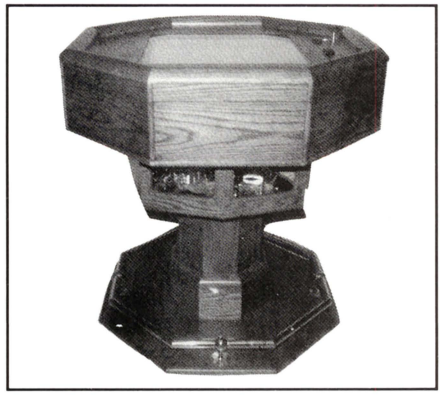
Kramer Krane 2000
Kramer Mfg.

Features: Coin-in and prize-out meters; operator-adjustable claw; plexiglass panels; joystick or button controls; seven complete dip switch changeable play modes; double lock front prize door and separate locking cash box and storage; back access for service.



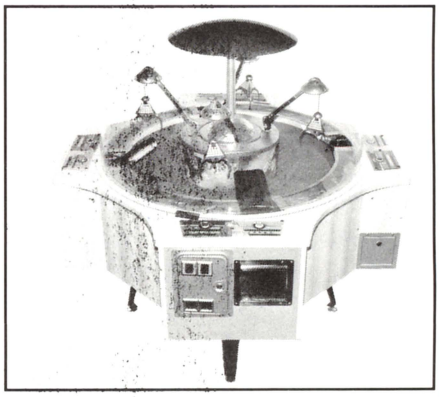
Super Skill Dozer II
Kramer Mfg.

Features: New design with rotating turntable and revolving pusher. Players drive a dozer and push prizes onto the turntable. Completely operator-adjustable for prize throw, cost of prizes, and difficulty levels. Dimensions: 42'' by 42''.



Diamond Claw
Modern Advanced Technology

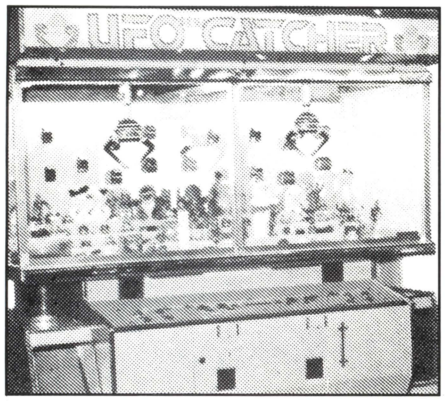
Features: Solid wood cabinet with choice of finish; microprocessor-controlled; unique lighting system; direct mechanical drive for trouble-free traction; and built-in security devices. Dimensions: 30'' wide x 29'' high x 42 inches long.



Diga Mart
Roth Novelty

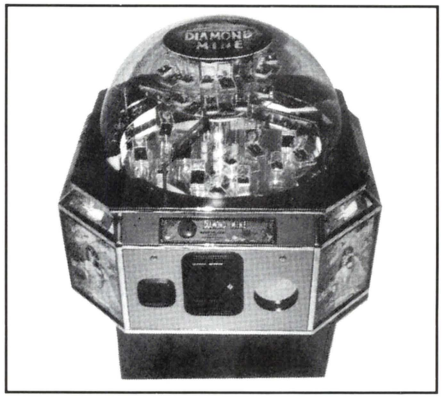
Features: One-to four-players unit with domed top and double coin mech; accommodates various sized prizes; three musical tunes selectable by dip switch. Prizes move on a turntable; starter merchandise package available. Playing time is 80 seconds.

Cranes & Rotaries



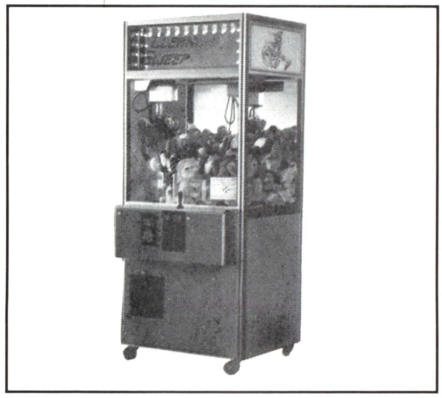
UFO Catcher
Roth Novelty

Features: Two-player game with two coin mechs; front servicing; prize restocking by use of sliding front glass; prize display area in an elevated position for easy viewing; handles an extensive variety of merchandise up to maximum width of 7.9 inches.



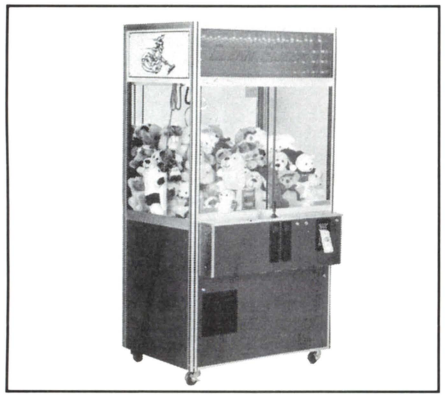
Diamond Mine 3-player
Smart Industries

Features: Three-player rotary that automatically loads merchandise onto the playfield after a prize has been won; dual coin mechs located at each player station; nudge arm that goes all the way across the playfield; three game selection program; measures 34" wide.



Clean Sweep Single/
Super Single
Smart Industries

Features: Three skill game options; game bonus and timer; joystick control; steel frame and dual coin mechs. Options: $1/$5 Rowe bill acceptor with 525 stacker; prize counter meter, winner lights, sound system, ticket dispenser, and credit/timer readout. Two models: 26.5" wide x 34.5" deep x 81" high and 34.5" wide x 32.5" deep x 81" high.



Clean Sweep Jumbo Singles
Smart Industries

Features: The same features and options that come on the singles are available here, plus jumbo size claws to accommodate up to 12" plush prizes. There are two sizes: 34" wide x 32.5" deep x 81" high and 42" wide x 32.5" deep x 81" high.

Clean Sweep Double
Smart Industries

Features: Simultaneous game play for two players; three skill game options; joystick control; adjustable claws; microprocessor game board; bill acceptor and stacker; bubble gum payout available and more. New size: 48.5" wide x 32.5" deep x 81" high.

Clean Sweep Triple
Smart Industries

Features: All the features of the double model are included here to accommodate three players at once, from the LED credit/timer readout to the sound system and plumb bob tilt operation. New size: 70 7/8" wide x 32.5" deep x 81" high.

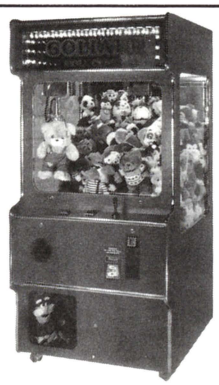
Cranes & Rotaries

Clean Sweep Vending Crane
Smart Industries

Features: "Play til you win" for the amount of $2; three skill game options; small or large claws available to handle up to 12" plush prizes, Rowe $1/$5 bill acceptor and 525 stacker plus coin mech. Dimensions: 34.5" wide x 32.5" deep x 81" high.

Double Skill Crane
SMS Mfg.

Features: Digital credit/timer; optional controlled claw drop and total claw adjustability; adjustable pricing and prize-out meter; plywood cabinet; wide viewing area; double coin mech; large prize door; locking front wheels; optional bill acceptor and ticket dispenser.

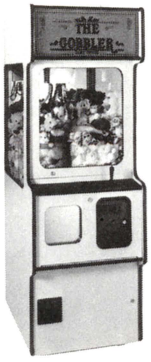


Goliath
SMS Mfg.

Features: Complete music/sound/light package; extra-wide viewing area; joystick or button control; prize detection system; locking front wheels; plywood cabinet; digital credit/timer; intrusion sensor and alarm; $1/$5 bill acceptor standard; ticket dispenser optional.

Skill Crane
SMS Mfg.

Features: Adjustable claw grip; complete music/sound/light packages; chase lights over mirrored header; choice of button or joystick controls; prize detection meters; and an unauthorized intrusion sensor with audible alarm.



The Gobbler
SMS Mfg.

Features: Economy model single upright with the same reliable crane mechanism as deluxe models; double coin mech; large prize door; prize viewing on three sides; joystick or button control; locking front wheels.

Challenger 4
Wedges/Ledges

Features: Modular, expandable, audio-enhanced play; multiple ticket settings; and music and sound effects. Eight-way joystick control and three buttons for slow, hold, and close; double coin door; PCB with microprocessors; adjustable coinage.

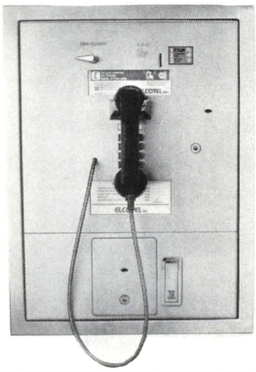
Cranes & Pay Telephones

Challenger 4/Carousel
Wedges/Ledges

Features: Four-player upright with eight coin mechs and a double coin door at each player's station; carousel field that rotates; enhanced audio; complete prize viewing from any angle; eight-way joystick; and three buttons as in the single *Challenger*.

Model 1200
Elcotel

Features: GTE cabinet; accepts nickels, dimes, and quarters; hearing aid compatible.



Model 1200P Panel Phone
Elcotel

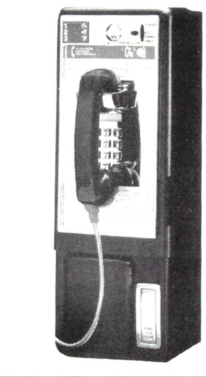
Features: Developed for use in airports; accepts nickels, dimes, and quarters; hearing aid compatible; stainless steel panel; flush or wall mount; terminal block and strip connections; rates stored in battery-packed RAM. Also available: Model 1200D Palco Hybrid.

Series III Western Electric
Elcotel

Features: This phone has the familiar appearance of the Bell phones.

Model 3001
Intellicall

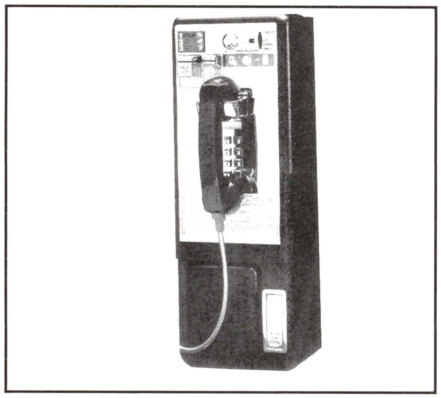
Features: In appearance and manner of operation, this phone is designed to be familiar to all payphone users; GTE-style housing; secure, reliable, and easy to install, maintain, and operate. Can be equipped with the Intelli-Star system.



Model 3003
Intellicall

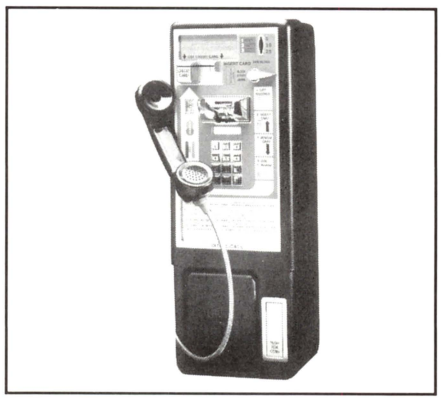
Features: In appearance and manner of operation, this phone is designed to be familiar to all payphone users; AT&T-style housing; secure, reliable, and easy to install, maintain, and operate. Can be equipped with the Intelli-Star system.

Pay Telephones



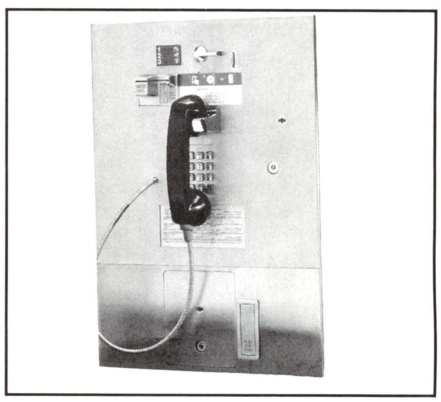
Model 3103
Intellicall

Features: Universal pay telephone featuring reliability and advanced technology; AT&T-style (Western Electric) housing; familiar to pay phone users; secure and easy to install, maintain, and operate; equipped with the Intelli-Star system.



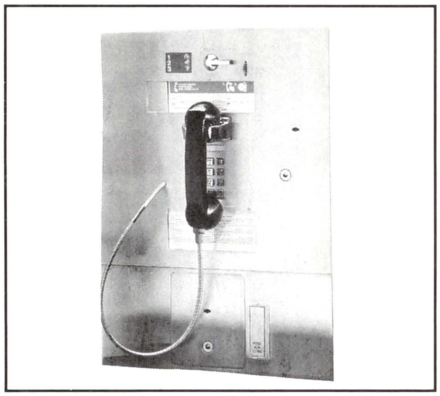
Model 3010
Intellicall

Features: Universal pay telephone features reliability and advanced technology; GTE-style housing; insert credit card reader; familiar to pay phone users; secure and easy to install, maintain, and operate; equipped with the Intelli-Star system.



Model 3133
Intellicall

Features: Reliability and advanced technology; AT&T-style panel; available with insert card reader; Intelli-Star system; familiar to pay phone users; secure and easy to install, maintain, and operate.



Model 3033
Intellicall

Features: AT&T-style panel; advanced technology; insert card reader; familiar to pay phone users; easy to install, maintain, and operate.

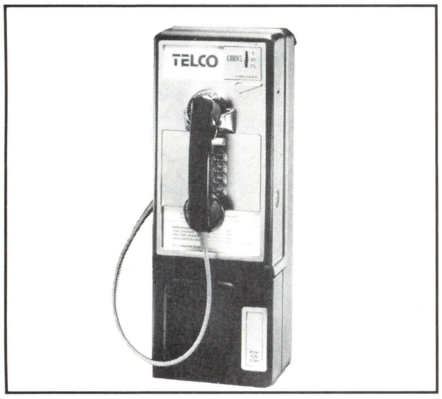
Model 5010
Intellicall

Features: Coinless pay phone; available with insert card reader; familiar to pay phone users; easy to install, maintain, and operate.

Model 5000
Intellicall

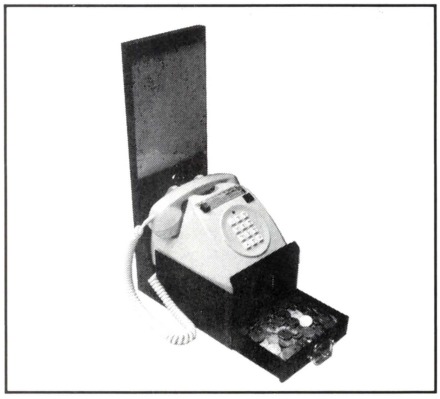
Features: Coinless pay phone; familiar to pay phone users; easy to install, maintain, and operate.

Pay Telephones



Model E120B
Telco

Features: One board modular design; remote auditing; diagnosis; coin metering; rate programming; multi coin acceptors; hearing aid compatible; indoor/outdoor use; voice instructions; time of day rate changes.



Golden 696
Telco

Features: LCD display; line powered; desktop or wall mount; easy installation; computer programmed for local, toll, and long distance; free emergency call; restricted 976 calls.

Model 674-ECP
Telco

Features: Functions as a regular or coin-op phone for local calls only; designed for small business use; lockable coinbox; coinless 911 access; coin refunds; time limit selections.

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Randolph, NJ 07869
(201) 377-6946

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American Shuffleboard
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Union City, NJ 07087
(201) 865-6633

AMTEC
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Ocean, NJ 07712
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Canada K2E 6T7
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Baytek Inc.
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Oneida, WI 54155
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Betson Enterprises
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Moonachie, NJ 07074
(201) 440-2200
(800) 524-2342

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Billings, MT 59104
(406) 259-4898

Design Plus Industries
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(800) 541-1288

Doyle & Associates
P.O. Drawer 49467
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(813) 351-2835
(800) 237-2254

Drew's Distributing
P.O. Box 632
Fairforest, SC 29336
(803) 574-0162

Dudley's Kiddie Amusements
P.O. Box 556
Florence, MS 39073
(601) 845-7501
5555 Oakbrook Suite 240
Norcross, GA 30093
(404) 662-5666

Global Billiards
1263 W. 132nd St.
Gardena, CA 90247
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Grayhound Electronics
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(716) 693-9535
(800) 342-3433

Imagination Leisure
251 Dixon Ave.
Amityville, NY 11701
(516) 842-4242

Innovative Industries
2605 Grand Ave.
Carthage, MO 64836
(800) 344-7467

Intermark Amusements
1711 W. Rose Garden Lane
Suites 4, 5, 6
Phoenix, AZ 85027
(602) 780-0112

Intellicall Inc.
2155 Chenault
Suite 410
Carrollton, TX 75006
(214) 416-0022

Johnston Products
627 16th Ave.
East Moline, IL 61244
(309) 755-5021
(800) 447-6768
(800) 322-0685

Kiddies of Florida
8034 W. 21st Court
Hialeah, FL 33016
(305) 556-2373
(800) 543-3437

Kiddie Rides USA
604 Main St.
Davenport, IA 52807
(319) 326-6467

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Konami Inc.
900 Dearfield Parkway
Buffalo Grove, IL 60089
(312) 215-5100

Kramer Mfg.
1100 Towbin Ave.
Lakewood, NJ 08701
(201) 367-7810
(800) 631-2126

Lazer-Tron Corp.
7042 B. Commerce Circle
Pleasanton, CA 94566
(415) 460-0873

Mayoni Enterprises
10340 Glenoaks Blvd.
Pacoima, CA 91331
(818) 899-2488
(800) 345-1183

Meltec
1550 "B" Las Plumas Ave.
San Jose, CA 95133
(408) 923-1302

Mike Munves Corp.
2141 Relyea Place
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(919) 636-5003
(212) 279-6677

Miracle Recreation
P.O. Box 275
Grinnell, IA 50112
(515) 236-7536

Modern Advanced Technology
6600 N.W. 15th Ave.
Ft. Lauderdale, FL 33309
(305) 975-2709

Mr. Vend
9588 Topanga Canyon Blvd.
Chatsworth, CA 91311
(818) 718-6061
(800) 877-VEND

Murrey & Sons
14150 S. Figueroa St.
Los Angeles, CA 90061
(213) 321-5161

National Entertainment Tech.
State Hwy. 38 West
Elkland, MO 65644
(417) 329-5414

The Norton Co.
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Tampa, FL 33624
(813) 962-4012

O-Sun Corp.
P.O. Box 334
Mequon, WI 53092
(414) 242-6200

Penn Ray Sutra Corp.
1705 Winchester Road
Bensalem, PA 19020
(215) 638-4720
(800) 523-8934

Perceptive Resources
2001 Cattleman Road
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(813) 379-9100

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(213) 204-0384

Playfair Shuffleboard
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(800) 541-3743

Profitable Games
865 West North Ave.
Chicago, IL 60622
(312) 943-1017

QMC
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Canada V3W 1X9
(604) 594-4274

Rainbow Amusement Rides
114 Roseville Road
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RollerBall
2829 S. Memphis St.
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Roth Novelty Co.
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Wilkes-Barre, PA 18702
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Seel Novelties
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Skee-Ball Inc.
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Smart Industries
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(515) 265-9900
(800) 553-2442

SMS Mfg.
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(201) 370-3030
(800) 221-0138

Standard Metal Typer
2910 W. Montrose Ave.
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(312) 583-8300
(800) 782-1000

Tan Me Inc.
1703 Cope Ave.
St. Paul, MN 55109
(612) 770-0234

Tech Vend Marketing
77 Accord Park Drive
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(800) 554-4325

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Troy M Enterprises
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(415) 781-1177

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1346 Oakbrook Drive
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Vari Tech
546 Leonard St.
Grand Rapids, MI 49504
(616) 459-7281

Video View Int.
1665 Scenic Ave.
Suite 104
Costa Mesa, CA 92626
(714) 957-6427

Wedges Ledges
123 International Boardwalk
Redondo Beach, CA 90277
(213) 374-9982

Weight Check
1350 Shure Drive
Arlington Heights, IL 60004
(312) 253-2981

Williams Electronics
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240

Yankee Games
2122 Northwestern
Chicago, IL 60644
(312) 276-5005

Zamperla
49 Fanny Road
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Parsippany, NJ 07054
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(800) 325-7888

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Toms River, NJ 08753
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(800) 222-0491

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(800) 523-1197

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Cranes of Texas
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Suite E
Houston, TX 77022
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Cleveland Coin Int.
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Cleveland, OH 44110
(800) 776-6699

Dan Brechner & Co.
50 Carnation Ave.
Floral Park, NY 11001
(516) 437-8400
(800) 645-8142

Etone
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Famous Industries
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Mespeth, NY 11378
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(516) 924-8574

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Impressment Plus
6217 Factory Road
Crystal Lake, IL 60014
(815 455-2031

Kramer Mfg.
1100 Towbin Ave.
Lakewood, NJ 08701
(201) 367-7810
(800) 631-2126

Laramie Interests
11300 S. Post Oak
#205
Houston, TX 77035
(800) 521-8697

Leo's Amusement Supply
112 Lakeside
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(615) 525-1297

Li'l Mort Sales
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Chicago, IL 60613
(312) 248-1425

Mardi Gras Plush
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P.O. Box 1173
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(504) 837-7035
(800) 443-9918

Marvel Trading Co.
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(212) 689-7690

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Ewa Beach, HI 96707
(808) 682-2821

Nadel & Sons
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New York, NY 10010
(212) 254-1677

Nancy Sales Co.
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Chelsea, MA 82150
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(800) 626-2947

Oriental Trading Co.
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Omaha, NE 68137
(402) 331-5511
(800) 228-2269

Park Avenue Prizes
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Unit 7
Warwick, RI 02886
(401) 885-4030
(800) 282-9990

PMI Toys & Novelties
6903 Sunbelt Drive
San Antonio, TX 78265
(512) 829-4111
(800) 445-6403 (outside TX)
(800) 451-1204 (inside TX)
Dallas Office:
140 Paschall Road
Sunnyvale, TX 75182
(800) 638-3833

Pearson Products
P.O. Box 20122
New Orleans, LA 70141
(800) 451-2689

Prizes!
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Huntington Beach, CA 92649
(800) 992-2388

Quality Plush
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Metairie, LA 70001
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Rosette Inc.
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(215) 668-8392
(800) 426-6665

Soft Things
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(718) 624-3448

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Kansas City, MO 64101
(816) 842-2653
(800) 821-7565

Talking Vendor
P.O. Box 326
Chatham, Ontario
Canada N7M 5K4 (519)
351-2181

Toy House
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READER'S RESPONSE

[Operators, this column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments and will print letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you so request. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.]

The good outweighs the bad

There are many things wrong with our industry, but not nearly as many as are right. Our segment of the entertainment industry somehow survives in spite of all those wrong things.

Review your years in this business (eight for me). Could you have provided a better living for yourself, had more freedom to dictate your work schedule, had more freedom to make spending decisions, or had more fun making an easy living the hard way? If so, go get an eight-to-five job.

I can't justify the expense of buying a *Hard Drivin'* so the big boys will get all that revenue. But I will survive. My non-working wife, two provided-for children, one good employee, 200-unit route (paid for), two new trucks, and three days a week (most weeks) golf games attest to my happiness.

Six years ago I had many bad things to say about the inflated Equipment Poll figures you used. I just subscribed to you again last year and am now very impressed and very satisfied with your current format. Your magazine has improved dramatically.

Happy and OK in Houston, Tex.

Business decisions and humor

I really enjoyed the article by Christopher Caire in the June issue (''Passing the torch''). It really hit home about my problem-laden decision to join in my father's and brother's footsteps or venture out on my own.

To add to Bonnie Theard's article on ''You know you're in the coin-op industry when...'' here are a few of my suggestions:

You know you're in the coin-op industry when 45s don't refer to your home security system.

You know you're in the coin-op industry when someone says ''We bought some Rowe's today,'' and it doesn't mean fish for dinner.

You know you're in the coin-op industry when Chilean pesos and electrical cutout slugs are more plentiful than quarters in your car's ashtray.

You know you're in the coin-op industry when the terms rubbers, spots, and balls don't have the slightest connotation to sex anymore.

Orlando, Fla.

Depreciation cited

I really enjoy the heck out of this business. Except for one depressing thought: 80 percent of my games depreciate faster than they produce. It's too bad most of us don't realize we are just trading dollars at a cost.

Little Rock, Ark.

We want our money's worth

We recently bought a new driving game and were very disappointed in the way in which this $3800 game was built. After two hours of shop work to help support the steering assembly, we put it on location and have had three calls on it in less than two weeks. This is ridiculous for a new game. When we were buying *Pole Position*s, we didn't have break-downs for a couple of years. Don't manufacturers realize that if a game requires a lot of service we won't buy it, regardless of what it makes?

I will not buy any more Nintendo games after seeing what they did for home games for $99, all the time charging us many times this amount for video that is often worse. I think operators need to wake up and realize that they can make a difference but it has to start within. The kits that are upwards of $1600 are way too expensive. Who can justify this amount for a board, graphics, and a couple of switches? Video is not making us the money that it is requiring. Music, pool, and darts seem to be where the money is today.

Why can't someone make a decent power supply for a reasonable price? We get darts that come with the ''bluebox'' power supplies, and you just know that within six months you will be replacing or fixing them. On the good side, Atari makes a quality piece of equipment.

Greenville, Wisc.

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

PLEASE FOLD HERE

PLACE
STAMP
HERE

PLAY·METER
P.O. Box 24970
New Orleans, LA 70184

TOP TEN

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Hot 100

TITLE	ARTIST Label & Number/Distributing Label
1. Satisfied	Richard Marx EMI 50189
2. I'll Be Loving You	New Kids On The Block Columbia 38-68671
3. Buffalo Stance	Neneh Cherry Virgin 7-99231
4. Baby Don't Forget My Number	Milli Vanilli Arista 1-9832
5. Good Thing	Fine Young Cannibals I.R.S. 53639/MCA
6. Wind Beneath My Wings	Bette Midler Atlantic 7-88972
7. This Time I Know It's For Real	Donna Summer Atlantic 7-88899
8. Every Little Step	Bobby Brown MCA 53618
9. Miss You Like Crazy	Natalie Cole EMI 50185
10. Cry	Waterfront Polydor 871 110-7/Polygram

Country

TITLE	ARTIST Label & Number/Distributing Label
1. I Don't Want To Spoil The Party	Rosanne Cash Columbia 38-68599
2. Come From The Heart	Kathy Mattea Mercury 872-766-7
3. Lovin' Only Me	Ricky Skaggs Epic 34-68693/CBS
4. Call On Me	Tanya Tucker Capitol 44348
5. Hole In My Pocket	Ricky Van Shelton Columbia 38 68694/CBS
6. In A Letter To You	Eddy Raven Universal 66003
7. Beyond Those Years	The Oak Ridge Boys MCA 53625
8. What's Going On In Your World	George Strait MCA 53648
9. Sowin' Love	Paul Overstreet RCA 8919-7
10. Houston Solution	Ronnie Milsap RCA 8868-7

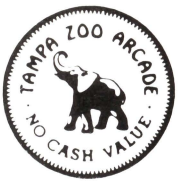
Compact Discs

TITLE	ARTIST Label & Number/Distributing Label
1. The Raw and The Cooked	Fine Young Cannibals I.R.S. D-6273/MCA
2. Full Moon Fever	Tom Petty MCA MCAD 6253
3. The Other Side of the Mirror	Stevie Nicks Modern 91245-2/Atlantic
4. Blind Man's Zoo	10,000 Maniacs Elektra 60815-2
5. Big Daddy	John Cougar Mellencamp Mercury 838 220-2/Polygram
6. Flowers in the Dirt	Paul McCartney Capitol C2-91653
7. Cycles	The Doobie Brothers Capitol CDP 90371
8. Don't Be Cruel	Bobby Brown MCA MCAD 42185
9. Disintegration	The Cure Elektra 60855-2
10. Like A Prayer	Madonna Sire 2-25844/Warner Bros.

Pop/Rock Albums

TITLE	ARTIST Label & Number/Distributing Label
1. The Raw and The Cooked	Fine Young Cannibals I.R.S. 6273/MCA
2. Beaches	Soundtrack Atlantic 81933
3. Don't Be Cruel	Bobby Brown MCA 42185
4. Like A Prayer	Madonna Sire 25844/Warner Bros.
5. Full Moon Fever	Tom Petty MCA 6253
6. Forever Your Girl	Paula Abdul Virgin 90943
7. Hangin' Tough	New Kids On The Block Columbia FC 40985
8. Big Daddy	John Cougar Mellencamp Mercury 838-220-1/Polygram
9. Girl You Know It's True	Milli Vanilli Arista AL 8592
10. Sonic Temple	The Cult Sire 25871/Reprise

TOKENS



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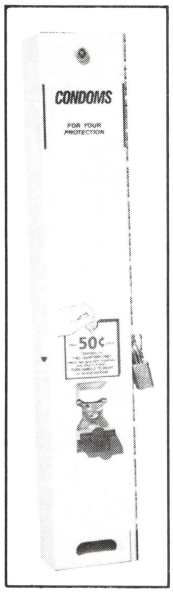

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Frank Seninsky

Industry standardization compliance checklist

AMOA's Industry Standardization Committee has been hard at work for the past few years. Some operators may not be aware that 21 industry standards have been approved; manufacturers are diligently working towards compliance.

The "AMOA Standards Compliance Checklist" is a one-page, easy-to-read summary of the currently-approved industry standards. This check list was developed by Jim Calore of Star*Tech Journal. He and his column contributors will start rating newly-released games, and the compliance ratings (averaged for each game model) will be released to the industry each month. I'll be reporting these in future Frank's Cranks articles.

It is my opinion that compliance levels will initially be on the low side, as most manufacturers are gearing up to the changes that the industry standards require. Over the next year we should start to see very high compliance ratings. The manufacturers firmly believe that standardization will save them money in the long run, and we already know that standardization does save operators both time and money. The entire coin-operated industry has finally come to the reality that "the healthier the operator (financially speaking), the healthier the industry."

I encourage operators to make copies of the checklist and fill in the boxes for each new game purchased before it goes out on the route. These responses let AMOA know that the operators are behind industry standardization. Mail the results to Play Meter and they will forward them to Star*Tech Journal, since I don't want to be involved in the tabulating process.

My next goal is to continue working with a newly-formed sub-committee of the AMOA Standardization Committee that is made up of parts suppliers. JS Sales, Wico, and Imperial have already agreed to participate. We will continue working towards standardizing power supply, monitor, and control panel wiring features, as well as an "AMOA APPROVED" part logo to be stamped on all approved parts.

[Editor's note: Frank Seninsky is chairman of the AMOA Standardization Committee, which also includes AMOA's Craig Johnson, Todd Erickson, Ross Todaro, and Lou Singer; Atari's Dan VanElderen; Taito's Joe Dillon; AAMA president Gil Pollock; Bob Fay, AAMA executive director; Don Shimal of JS Sales; Williams' Tom Cahill; Erich Cosio of Dynamo; Dennis Sable and Ray Musci of Data East; and Steve Koenigsberg of State Sales.] □

AMOA STANDARDS COMPLIANCE CHECKLIST

	Pass	Fail	N/A
CASH DOOR LOCKS Standard 7/8" barrel.	❑	❑	❑
LOCK CAMS Straight 1-1/4 inch with a double D hole.	❑	❑	❑
POWER SWITCH Located on the upper left-hand section of the cabinet.	❑	❑	❑
ELECTRONIC SOUND Volume control located inside the front door, easily accessible & marked.	❑	❑	❑
COIN MECHANISMS Accept Canadian coins or adequately reject them so as not to cause coin jams.	❑	❑	❑
COIN MECH MOUNTS Quick release for easy removal.	❑	❑	❑
BOOKKEEPING PROCEDURE (PINBALL) First three pinball bookkeeping functions in order as follows: **1.** Total coin meter, **2.** Percentage of replays **3.** Play time one ball game	❑	❑	❑
HANDGRIPS Adequate for easy loading of the game onto a two-wheel dolly.	❑	❑	❑
LEG LEVELERS Mounted to the equipment using metal plates or other similar support to avoid accidental removal during moving.	❑	❑	❑
LIQUID SPILL SHIELDS Vents should properly channel liquid away from components.	❑	❑	❑
HEADER LIGHTS Fluorescent lamps should be 18 inch, 15 watt. Miniature lights should be a single contact 13V bayonet base or 6.3V bayonet or wedge base.	❑	❑	❑
ACTION BUTTONS Including fire, start and play action should mount in a 1.187 inch diameter hole.	❑	❑	❑
JOYSTICKS Mounted on centers 3.0"h x 2.6"v with mounting hole 1.75" diameter.	❑	❑	❑
SERIAL NUMBER Located on the outside highest permanent vertical rear panel. Permanently affixed to the equipment.	❑	❑	❑
FCC REQUIREMENTS All machines shipped within the United States should comply with FCC Rules and Regulations, Volume 2, Part 15, subpart J. Volume 2, part 2, subparts I & J.	❑	❑	❑

	Pass	Fail	N/A
DIP SWITCH SETTINGS A chart should be provided with the equipment or kit, or indicated with self-explanation in the software.	❑	❑	❑
FREE PLAY SETTING Option included with switch setting properly marked.	❑	❑	❑
MECHANICAL METERS Meters or taps provided for operator installation of meters.	❑	❑	❑
CUSTOM PARTS (MANUFACTURER) Maintained for a period of 5 years on dedicated pieces and 3 years on kits.	❑	❑	❑
EDGE CONNECTOR JAMMA plug and wiring configuration.	❑	❑	❑
DOLLAR COIN OPTION All games should have settings allowing one or more of the coin acceptors to be set for accepting a dollar coin.	❑	❑	❑
CABINET CONSTRUCTION MATERIALS Coin doors, cashbox doors, and front panels designed to prevent collapse from reasonable blows and kicks to the front side.	❑	❑	❑
POWER SUPPLY CONNECTORS All standard DC switching supplies should have two separate standard snap and lock connectors. (molex connector or equiv.) **1.** Output connector will be 3x3 nine pin snap and lock (keyed): Pins 1, 2, and 3 are +5 volts: Pins 4, 5, and 6 are ground: Pin 7 is -5 volts: Pin 8 is +12 volts: Pin 9 spare. **2.** AC input connector will be 3 pin snap and lock (keyed) Pin 1-Line: Pin 2-ground: Pin 3-Neutral.	❑	❑	❑
PRICE OPTIONS Games should include following options: **1.** Initial game of 50 cents per player with an adjustable limit of additional continuations for each player set for 25 cents. **2.** Initial game for first player is 50 cents with additional players able to play for 25 cents each. Continuation for any player would be 25 cents with an adj limit. **3.** For multiple player games, initial game is 50 cents for either 1 or 2 player game. Continuations for any of the players would be set at 25 cents with an adjustable limit.	❑	❑	❑

Tester: _____

Date: _____

Game & Mfg: _____

Total Pass: _____

Total Fail: _____

Compliance % (TP/(TP+TF) x 100): _____

Randy Fromm

Repair Log

Switching regulator power supplies are available from many different sources. The trade journals contain an abundance of advertisements for these powerful little demons of rectification. After all, it's not possible to repair them, so operators must continue to purchase them by the case, right? WRONG!

In the June issue of Play Meter, we looked at the operating theory of switching regulator power supplies and a step-by-step method for troubleshooting them. The July issue contained plans for constructing a power supply test fixture that facilitates troubleshooting and repair.

This month, the Repair Log will tie up a few loose ends about power supplies and cover some specific power supply failures. We will also examine a couple of monitor problems.

By the way, my boss received a phone call from a parts distributor the other day. The salesman was going on and on about these power supplies he had for sale and what a great deal they were. When Mark told him "No thanks. We're fixin' 'em ourselves," the guy was flabbergasted! Let's face it, operators have better things to spend their money on. There's no sense in throwing away money on what some people would have you believe are disposable power supplies. Most can be repaired in fifteen minutes and without spending a fortune in replacement components.

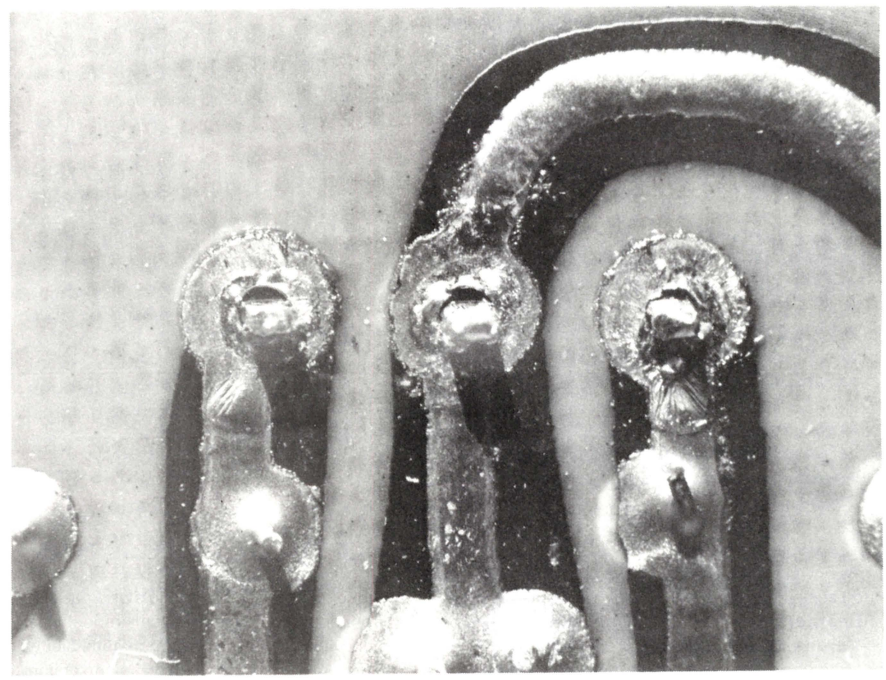
Testing high-speed components

When you start to troubleshoot switching power supplies, there are two things that you will notice right away. The first thing you will notice is that many of the components don't test properly when you check them in-circuit. The low resistance of the transformers in the circuit causes erroneous readings for many of the transistors and diodes. They must be removed from the circuit in order to test them properly.

The second thing you will notice is that even after the components are removed from the circuit, many of them still don't test like normal diodes and transistors! Most semiconductors (diodes, transistors, etc.) will show a forward junction drop of .5 volt to .9 volt when tested with a digital multimeter that has a "diode test" feature. (All good DMMs have this feature. If yours doesn't, get a better meter.) The high-speed semiconductors in the switching regulator power supplies have a much lower forward junction drop voltage. The dual-diode assembly that rectifies the +5 volt DC output of the power supply may have a forward junction drop as low as .15 volt. In a normal semiconductor, such a low reading would be highly suspicious, but for a high-speed device the low junction drop voltage is normal.

The diode will still show an infinite reading when reversed, just as a conventional semiconductor does. The best way to familiarize yourself with the unusual readings obtained while testing high-speed components is to open a power supply that you know to be good and test the parts.

Removing the components from the circuit for testing doesn't necessarily mean that the parts must be physically removed from the printed board itself. Much of the time, isolating the device for testing purposes requires only that the solder be removed from the component lead itself. By removing the solder, the part can be tested without interference from the rest of the circuit. This is an especially important time-saving technique when testing the switching transistors and the dual-diode assembly, as these components are mounted on heat-



Components can be tested by removing the solder from the component leads.

sinks. Instead of unsoldering them and laboriously removing the parts from the heatsinks, the leads can simply be unsoldered and the component tested in place.

Integrated circuit types

Most switching regulator power supplies use an integrated circuit to control the output voltage of the supply (see the June issue for details on how this works). There is one type of integrated circuit that is used in just about all of the supplies, regardless of the manufacturer. However, this IC has a variety of different part numbers. The following are equivalent part numbers for the integrated circuit. All of these parts can be used interchangeably: TL494CN, uPC494C, IR3MO2, MB3759, and ECG1729. The ECG1729 is the most commonly available over-the-counter replacement part, although you will not see it installed as original equipment. Most good electronics suppliers will carry the ECG line of universal replacement components.

Chu-Far model 1985 power supply

Symptom: blows fuse
Repair: diode D3 shorted; replace diode and fuse.
Comments: This power supply is marketed by Wico. It's rated as +5 volts at 11 amps, +12 volts at 2 amps and -5 volts at 1 amp. Most of the time, a blown fuse can be attributed to shorted switching transistors (one or both). This time, however, the problem was a single diode. Wouldn't it be silly to discard this power supply for the sake of replacing a single diode that costs less than one dollar?

Hitron power supply

Symptom: no output. Fuse is good.
Repair: capacitor C10 (220 uF, 25 volts) defective. Replace capacitor.
Comments: This problem seems to be occurring in most (if not all) models of Hitron power supplies. If you have been replacing the single output (+5 volt) power supplies in games like Atari's *720 Degrees* with multiple output supplies, you may want to repair the bad Hitron supplies and swap them out again. That way, you will have the multi-output supplies to use where the additional +12 and -5 volt outputs are required.

Wells-Gardner monitor, 4900 series

Symptom: No vertical deflection (horizontal line on screen)
Repair: Q303 shorted (2SC2073); replace transistor.
Comments: This problem can normally be attributed to an open resistor (R313) in this monitor. This time, however, the vertical output transistor failed. The defective component can be replaced with one of the vertical output transistors from a junk Electrohome monitor (we all have plenty of those lying around, don't we?).

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VIDEOTAPE TRAINING SERIES

Program #1 Basic Electronics — Approximately 30 minutes — $29.95
An introduction to basic electronics as it relates to electronic games. No heavy math or theory . . . Just a commonsense look at electronics and electronic terminology.

Program #2 Semiconductors — Approximately 30 minutes — $29.95
Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95
Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95
The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95
The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

Please send me the following tapes:

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Wells-Gardner monitor, 4900 series

Symptom: Monitor appears completely dead.

Repair: R363 (3.9K, 5 watts) open. Replace resistor.

Comments: This problem can be confusing if you don't know what to look for. The monitor appears completely dead but the fuse is OK and the power supply will measure at approximately +145 volts DC instead of +130 volts. When R363 opens, there is no drive to the horizontal output circuit. Since the horizontal output circuit draws more current than any other circuit in the monitor, its failure to activate prevents the regulator circuit in the power supply from operating properly. This causes the voltage to rise at the output of the supply, even though the regulator itself is not the cause of the actual problem. In the Wells-Gardner monitor, failure of the regulator circuit will not cause the monitor to shut down as it does in the Electrohome monitor. There is no X-ray protector circuit in the Wells-Gardner monitor.

That's it for this month's Repair Log. I will be holding two of my five day Arcade School classes next month. The first one will be held Sept. 4-8 at the Sahara Hotel in Las Vegas, Nev. This is the week immediately prior to the AMOA show (also in Las Vegas). If you're planning on coming to Vegas, you can kill two birds with one stone and attend both the Arcade School and the AMOA show! The other Arcade School session will be held at the Lake Buena Vista resort in Orlando, Fla. The dates for this class are Sept. 25-29. Bring the family and visit Disney World, Epcot Center and the new MGM movie theme park! □

For further information contact:
Randy Fromm's Arcade Schools
7960 Culowee St.
La Mesa, CA 92041
(619) 697-4035

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Service Bulletin

Darl Davidson
Sega's customer service manager

The *Turbo Outrun* kit instructions (for the conversion *Outrun*) don't mention the fact that you must first take out the existing program memory ICs from both the CPU and video PCBs. Note the direction of the polarity notch and insert the new chips in the same direction.

Start the conversion by removing all socketed ICs marked EPR-xxxxx, OPR-xxxxx, MPR-xxxxx. Install the new ICs in locations shown in conversion instructions. If you require assistance, call your local Sega distributor or Sega customer service at (408) 435-0201. □

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NEW
A Bulk Vendor With High Attraction To Kids!

Operation:
1. Insert quarter.
2. Turn knob to release product and marble (ball).
3. Collect purchased product.
4. Play pinball until ball is lost.

SIZE:
Height—22" Width—14" Depth—23"
Stand—23.5" above floor level

WEIGHT:
Pin Ball and Stand—50 lbs. approximately

VENDABLE PRODUCTS:
V-1 Capsules, 1" capsules, gum balls.

ATTRACTION:
1. Colorful artwork with circus animal as main theme.
2. Free play on pin ball with every purchase.
3. Child gets product every play.

FEATURES:
1. All steel enclosure.
2. All mechanical operation — no electricity needed.
3. High capacity for product (approx. 750-1800 pcs.)

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Unbearably attractive prizes

It's getting very difficult to locate prizes below the $2 mark these days, ones that are fresh and different and provide new appeal for your crane and redemption customers.

A.L.D. Services Inc. affords us a colorful mix of reasonably-priced prizes for this month's column, including a variety of **Showcase Bears**, an **Antique Gumball Machine**, and **Nylex Dogs**.

The bears are a cute as they come. Six bears are pictured: Ninja Bear, dressed in black with a sabre tucked in his red sash; Super Bear, in a red/blue/yellow suit and red cape; Baby Bear, complete with diaper, bib, and bottle; Doctor Bear, clad entirely in white and sporting a stethoscope; Bride Bear, dressed in pink with white lace trim and veil; and Groom Bear, in top hat and tux.

Each bear measures 3.5 inches tall and has a movable head and arms. Only Baby Bear is barefoot; all the others have color-coordinated removable shoes. In addition to this selection, there's also a Jogger Bear, Cowboy Bear, Football Bear, Baseball Bear, and Ballerina Bear.

Each bear comes with his/her own interlocking showcase for display. Bears are packaged on brightly-colored, 10-inch high cards. The header can be turned over and stapled to make the item more craneable. The price is 95 cents each.

The Antique Gumball Machine, which is sure to attract children of all ages, can also be used as a coin bank. Molded of red plastic, the item stands six inches tall and costs $1.55 each; gumballs are not included.

The Nylex Dogs are available in six assorted colors. They stand 11.5 inches tall, are soft and huggable, and ideal for jumbo cranes. The cost is $1.75 each.

A.L.D. has been placing these items in their crane packs and also offering them for sale in bulk. For more information, write A.L.D. Services Inc., 519-B Rudder Road, St. Louis, MO 63026; (800) 77PLUSH or (314) 349-5050.

All merchandise suppliers are invited to send in items for upcoming issues. This is a free listing and an ideal way to reach our operator subscribers. □

Escape from the Planet of the Robot Monsters

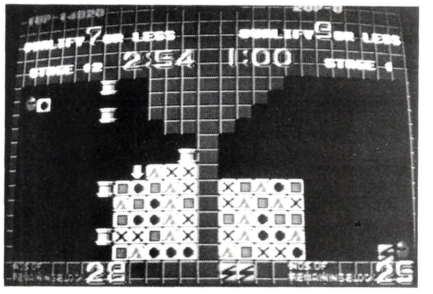
Players enter a video comic book world in Atari's sci-fi adventure with a sense of humor, *Escape from the Planet of the Robot Monsters*. Available as a dedicated game with a rotating monitor, or as a kit, *Escape* takes place on the imaginary industrial planetoid, Planet X.

Humans on the planet have been enslaved and forced to create a robot empire destined to attack earth. Players take on the persona of two heroes, Jake and Duke, and must find their way through multiple levels of robot factories and the canal zones maze, searching for the voluptuous cybernetics expert, Prof. Sarah Bellum. Need we say more?

This will give players a clue to the slapstick humor found in this game, one filled with gigantic reptilons and robots the player must conquer.

The cabinet has the "works-in-a-drawer" and an extended useful life as a conversion cabinet. Player controls are a hall-effect joystick for control over speed and direction and fire, duck, and jump buttons.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, P.O. Box 36110, Milpitas, CA 95035; (408) 434-3750.



Plotting

A mind-bending experience awaits players of Taito's newest video, *Plotting*, as they doggedly tackle this puzzling game of elimination.

In *Plotting*, one or two players can compete to systematically eliminate a formation of blocks by tossing their matching counterparts into them— all within a specified time limit.

Players use the joystick to move characters up and down the formation until lined up with the matching block or string of blocks to be eliminated.

With a press of the button, the block is tossed. As it enters the formation, it passes through and eliminates each matching block until touching an unmatched one. It then bounces that block into the player's arms and replaces it in the formation.

The player must then find the matching counterparts to the new block. The game continues as along as there are enough blocks to qualify for the next stage.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.

Crime Fighters

Konami debuts a new 25-inch monitor dedicated upright, *Crime Fighters*, that takes players on a mission to free a group of innocent girls kidnapped by underground hoodlums.

In *Crime Fighters*, players must challenge gangs of leather-clad thugs armed with knives, spike heads carrying steel pipes, and gangsters toting guns. Punching and kicking skills are required to come out on top against these sleazy characters.

Players can also pick up their enemy's weapons that come in handy when meeting up with bikers, attack dogs, and other adversaries.

The search continues through eight different sections of the city, from the subway station to the waterfront and rooftops to abandoned warehouses. When the prison is reached, players face the mob's top men.

Controls include an eight-way joystick and punch and kick buttons. The game is four-player interactive, has buy-in and continuation features, and has a horizontal monitor.

For more information, or distributor referral, write Konami Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

WWF Superstars

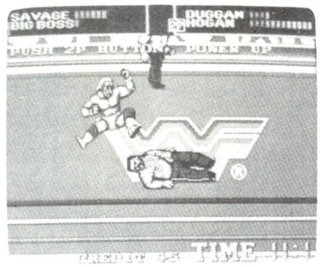
Hulk Hogan, "Macho Man" Randy Savage, and other luminaries of the wrestling ring come to the video screen in American Technos' *WWF Superstars*.

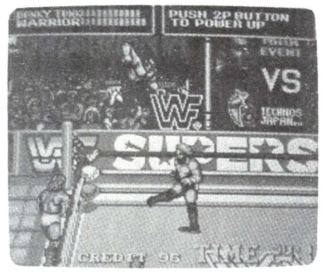
The game affords real-life, outside-the-ring action just as in the World Wresting Federation. Players can choose their own tag teams for competition. The wrestlers are programmed with many unique wrestling moves.

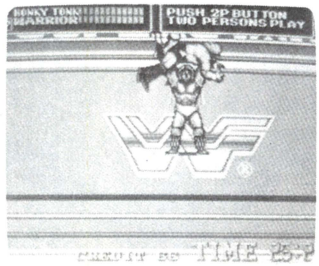
In addition to Hulk and Macho, the game stars Andre the Giant, Big Boss Man, the Ultimate Warrior, Hacksaw Jim Duggan, Honky Tonk Man, and Ted DiBiase, the "Million Dollar Man."

Three modes of play are available: player vs. computer, two players vs. computer, and player vs. player. Game continuation and power-up features are part of the package.

For more information, or distributor referral, write American Technos Inc., 10080 N. Wolfe Road, Suite SW3-372, Cupertino, CA 95014; (408) 996-1877.







Transporter, The Rescue

Bally Games launches a new pinball game with the combined talents of the Bally design team and the Williams Electronics' hardware system with *Transporter, The Rescue*.

A special playfield feature is the ship U.N. Orion, which has crash-landed on an uncharted planet worlds away. The still-smoking ship fires players into a multi-ball mission: reach the transporter rescue beam.

Players become the crew, racing against intergalactic time in a scramble to avoid the iron claws of the planet's resident monster, Megalopolus.

One-by-one, the crew must reach the desired beam and be whisked away to the safety of the mother ship. Scores increase each time the ball spins around the transporter ramp shot.

For more information, or distributor referral, write Midway Manufacturing Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.

Hard Drivin' Compact

Atari Games introduces a smaller version of its successful deluxe sit-down driving simulator, *Hard Drivin'*, with the new *Hard Drivin' Compact*.

All the proven player appeal of the deluxe model is now in a compact upright with an attached seat. Common features include a 25-inch monitor, four-speed stick shift, continuous force-feedback steering, clutch, gas and brake pedals, and ignition key start switch.

Game play is identical, including selection of either manual or automatic transmission. By selecting different off ramps, players select the track they will drive. Players are given a set (operator-selectable) amount of time to reach a checkpoint or the finish line.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, P.O. Box 36110, Milpitas, CA 95035; (408) 434-3750.

Wildcat Poker

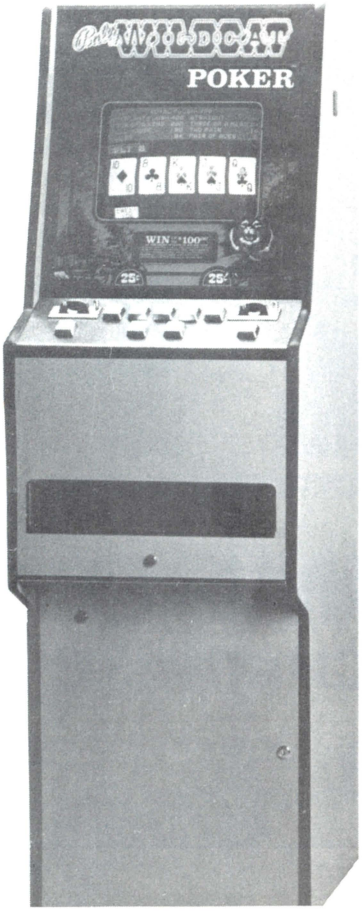
Bally Manufacturing's gaming division debuts a new title for its Wildcat video games with *Wildcat Poker*.

Features include increased game play speed with Auto Hold, which automatically holds a winning hand; and Auto Rebet, which automatically bets the last valid wager.

Designed for easy maintenance, the game offers instant on-screen verification of the last 10 payout tickets, a high-speed printer with high-capacity paper supply (up to 400 tickets per roll), built-in diagnostics and game security, comprehensive bookkeeping, modular design, and last game recall.

Among the options are a bill acceptor and simple conversion to any approved video game. *Wildcat Poker* follows Bally's *Wildcat Keno* game. Both are licensed for sale in Montana.

For more information, write Video Gaming Northwest, 494 Foote St., Billings, MT 59101; (406) 248-7777.



Clean Sweep Jumbo Kit

Smart Industries announces a new option for operators with either the Smart *Clean Sweep Single* crane or *Clean Sweep Super Single* crane with the *Clean Sweep Jumbo Conversion Kit*.

The popularity of jumbo cranes led to the development of this kit, which converts either the single or super single to a jumbo capacity crane able to handle plush prizes that measure up to 13 inches tall.

The kit consists of a new control console section, a relocated prize redemption door, raising the crane mechanism and dropping the playfield depth, plus a set of jumbo claws. A dollar bill acceptor is optional.

With these changes, an existing game can be converted to a more versatile game without taking up any more space than before.

For more information, or distributor referral, write Smart Industries Corp. Mfg., 1626 Delaware Ave., Des Moines, Iowa 50317; (800) 553-2442 or (515) 265-9900.

Prehistoric Isle, Gang Wars

SNK takes video players to the age of the Brontosaurus and the Triceratops in *Prehistoric Isle*, a horizontal kit with two-player action. The company also debuts another horizontal kit, *Gang Wars*, that engages players in a street fighting adventure.

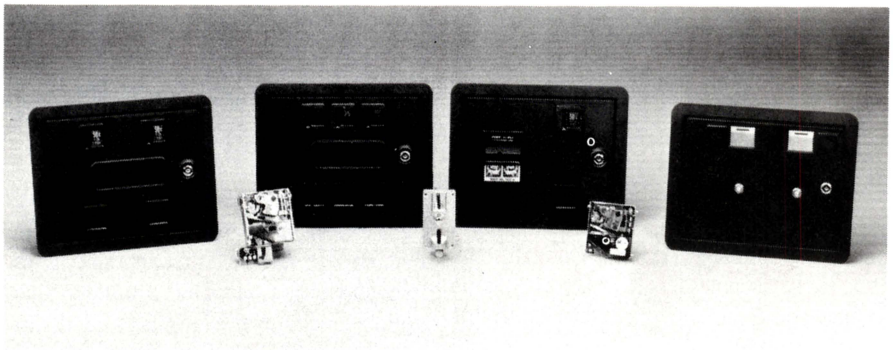
In *Prehistoric Isle*, players embark on an investigative mission to explain the strange disappearance of aircraft and sailing vessels. They find themselves near a primitive island, where they must battle prehistoric creatures and cavemen to survive. Along the way, they can gain weapons and bonuses.

Each kit comes with PCB, harness, graphics, eight-way joysticks, and buttons.

In *Gang Wars*, players can be Mike the boxer or Jackie the Kung Fu master. Together they venture onto the streets, fighting the gangs that rule. The adventure takes them to a mysterious sector of the city where Oriental gangs try to overcome them.

This is a two-player game with continuation and player buy-in. Each kit has PCB, harness, eight-way joystick, buttons, button labels, and full graphics.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.



Currency controls

A new line of coin/currency controls is now available from Happ Controls Inc.; they come standard or can be customized for particular applications.

The Standard Door coin/currency controls come with a double or triple entry of all-steel construction. They're finished in textured epoxy paint and include a flat key lock and mounting studs for easy installation.

The Flat Door coin/currency controls have a double entry and the same all-steel construction, mounting studs, and flat key lock. These are ideal for cocktail table-type games. All Happ coin/currency controls include a bill validator door, a coin box system, a roll-down coin acceptor, and various coin meters.

For more information, contact Happ Controls, 106 Garlisch, Elk Grove Village, IL 60007; call (312) 593-6130.

Golf game

Arachnid Inc. has created a golf game called *PAR-ticipation,* which not only tests the player's putting skills but also teaches the rules, etiquette, and strategy involved in golf. It's designed for both the novice and experienced golfer.

PAR-ticipation is made of durable material and includes nine separate, three-dimensional golf holes. There's also a spinner, a putter and golf ball, a target pin and flag, six colored putting squares, four player markers, scorecards, and a complete set of rules. The object of the game is to be the person with the lowest total score after nine holes.

For more information, contact Arachnid, 6421 Material Ave., P.O. Box 2901, Rockford, IL 61132-2901; call (800) 435-8319 or (815) 654-0212 in Illinois.

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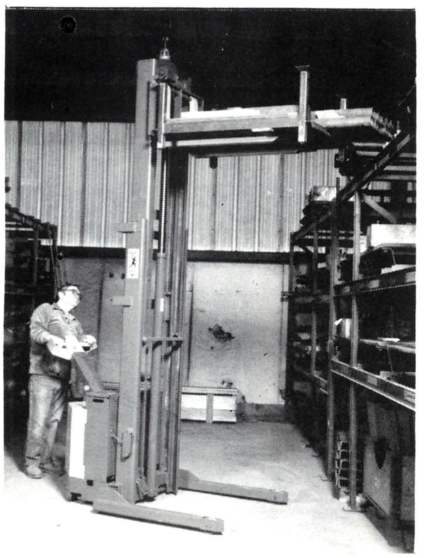
Sealing compound

Master Bond has created a two-component, low-viscosity compound called EP30D-7 for curing, sealing, and encapsulation. EP30D-7 is a room temperature compound that's ideal for sealing capacitors and other electrical components, due to its superior electrical insulation properties.

It has a 100/15 mix ratio by weight; accelerated cure schedules can be achieved at elevated temperatures. EP30D-7 produces durable, high-strength bonds that are remarkably resistant to thermal cycling and chemicals such as water, oil, and most organic solvents.

For more information, contact James Brenner, Master Bond Inc., 154 Hobart St., Hackensack, N.J. 07601; call (201) 343-8983.



Lift trucks

Ruger Equipment Inc. has designed "Part-Timer Straddle-Type" fork lift trucks, with the specific purpose of working in the narrow aisles of smaller warehouse facilities. Engineered as walk-behind units, they are intended for warehouses with fairly light activity. Yet they are capable of lifting loads as heavy as 3,000 lbs. up to 13 feet high.

Trading off the number of work cycles for cost, the equipment investment is minimized. Ruger Part-Timers are intended to work about half of one eight-hour shift a day; accordingly, they sell for about half the cost of full-duty equipment.

Unitized steel construction extends chassis life and reduces maintenance. For convenient service and maintenance, heavy steel-plate doors open in a "clam shell" manner, exposing the major components. The walk-behind control handle features twist grips that select three forward and reverse speeds. Every lift truck comes equipped with batteries and built-in battery charger.

For more information, contact Ruger Equipment Inc., 615 W. 4th St., Uhrichsville, OH 44683; call toll-free (800) 25RUGER or (800) 23RUGER in Ohio, or (614) 922-3000.

Dual-display DMM, numbering kit

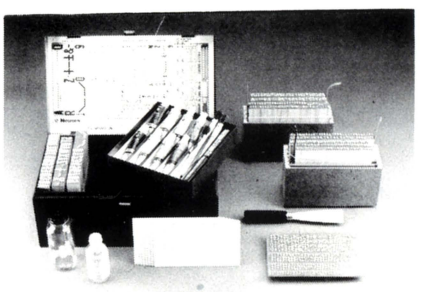
Contact East announces the release of two new products: a dual-display, five-digit digital multimeter (DMM) and a numbering/lettering kit.

The 100,000-count DMM lets you measure two signal parameters from a single test connection and view both measurements at the same time. The measurement rate can be selected (2.5, 5, or 20 readings/second), and the compare function allows for fast in-tolerance limits testing. Readouts show both Hi/Lo/Pass evaluation and measured value.

D measurements can be made with front-panel selection of any of 21 reference impedances, from two to 8,000 ohms. For two-, four-, eight-, and 16-ohm impedances, the meter automatically calculates and displays audio power in watts. The "touch-hold" function captures the measurement, beeps, and locks it on the digital display until you're ready to view it; there are automatic updates with each new stable measurement.

Meanwhile, Contact East's numbering and lettering kit contains everything needed for the permanent marking of equipment panels, terminal boxes, subassemblies, chassis, and even cables. The kit also includes peg rubber stamps, replacement rubber sets, fuse capacity stamps, four colors of ink, a knife and ink plate, four brushes, an empty dub bottle, cleaning fluid, and a metal carrying case. The cost is $192.

For more information on both of these products, write Contact East, 335 Willow Street South, P.O. Box 786, North Andover, MA 01845; call (508) 682-2000.

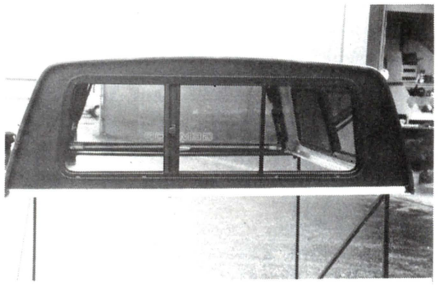


Sliding windows

GEM TOP has manufactured larger sliding front windows for all Navajo and Poly Top tops. The height of the window has increased three inches on the full-size tops to a height of 13-3/4 inches. The two-inch increase on the compact top now makes it 12-3/4 inches high. The advantages are better overall visibility and increased access between the truck bed and pickup cab.

This value is added to all of Navajo's and Poly Top's standard features: durable Rovel/ABS polymer material; gas-operated door props; screened sliding side windows; dark, safety-tempered glass; and a 24-month warranty.

TRADE ACCESSORIES



For more information, contact Brad Kempton, GEM TOP Mfg. Inc., 8811 S.E. Herbert Ct., Clackamas, OR 97015; call (503) 659-3733; or contact Joe Brooks, GEM TOP East Inc., 1124 Haley Road, Murfreesboro, TN 37130; call (615) 890-0770.

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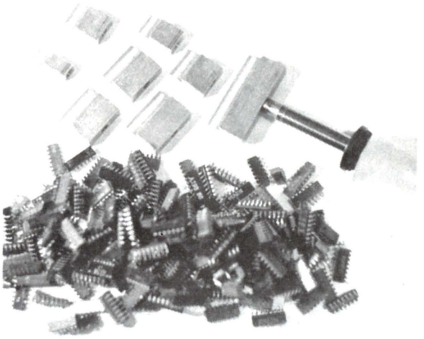

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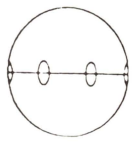

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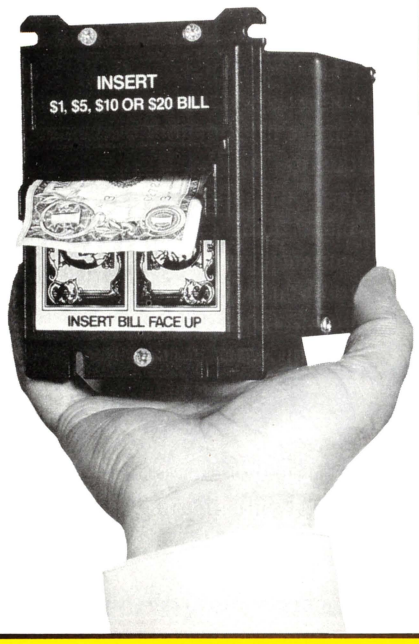

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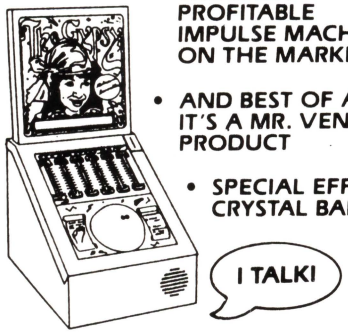

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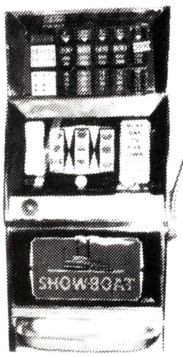

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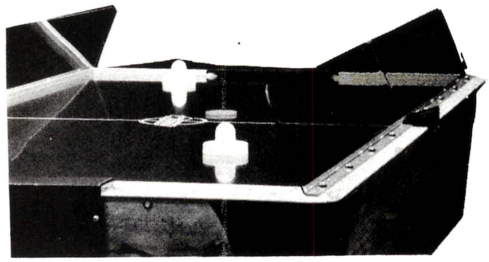

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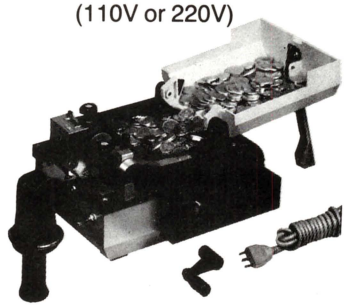

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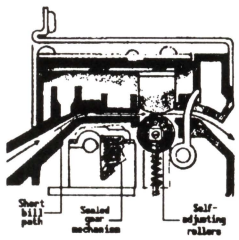

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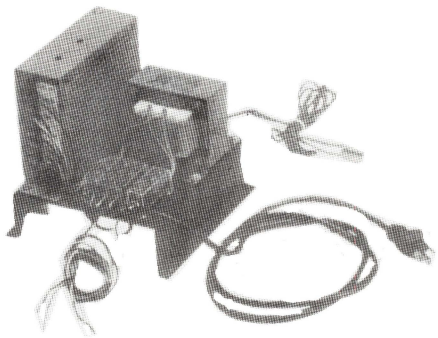

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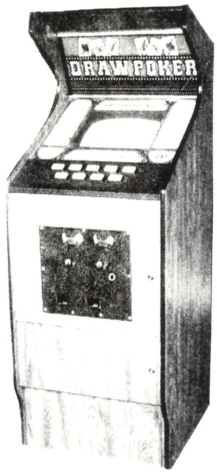

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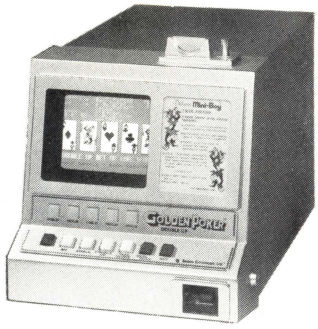

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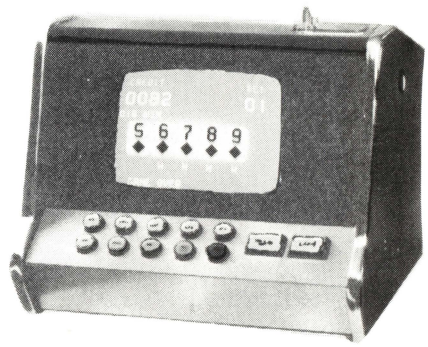

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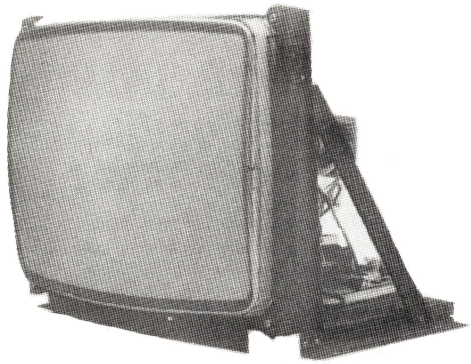

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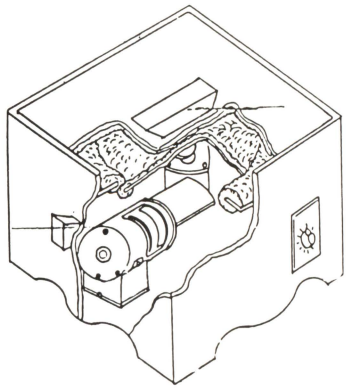

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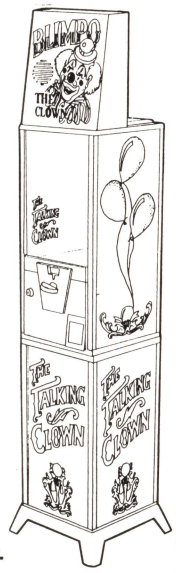

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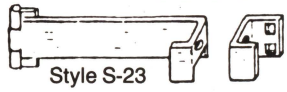
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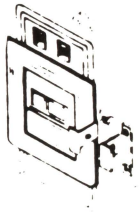

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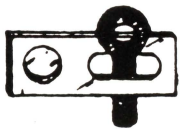

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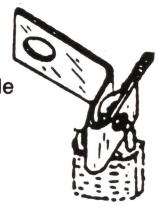

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August 24 25 26
Wisconsin Amusement and Music Operators (WAMO) Fall Conference, Civic Center Inn, Eau Claire, Wis. Contact WAMO (414) 529-4704.

August 26 27
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September 4 5 6 7 8
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September 11 12 13
Amusement and Music Operators Association (AMOA) Expo '89, Las Vegas Convention Center, Las Vegas Hilton. Contact AMOA (312) 644-6610.

September 21 22 23
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323.

September 25 26 27 28 29
Randy Fromm Arcade School Technical training session, Orlando, Fla. Contact Randy Fromm (619) 697-4035.

October 12 13 14 15
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, McCormick Place, Chicago, Ill. Contact NAMA (312) 346-0370.

October 20 21 22
North Carolina Coin Operators Association (NCCOA) Annual Convention and Trade Show, Marriott Executive Park Hotel, Charlotte, N.C. Contact Bobby Earp (919) 584-4833.

November 2 3 4
West Virginia Music and Vending Association (WVMVA) Annual Expo and Convention, Ramada Inn, South Charleston, W. Va. Contact WVMVA (304) 949-3289.

November 6 7 8 9 10
Randy Fromm Arcade School technical training session, Chicago. Contact Randy Fromm (619) 697-4035.

November 15 16 17 18
International Association of Amusement Parks and Attractions (IAAPA) 71st Annual Convention and Trade Show, Georgia World Congress Center, Atlanta. Contact IAAPA (703) 671-5800.

International

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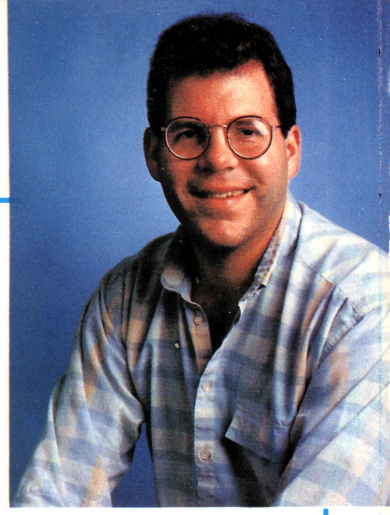

Crying in my beer

I love meeting somebody for the first time and telling them I'm from New Orleans. That is, a person from another state who's never been to Louisiana. It's fascinating to discover the stereotypes that have been formed over the years.

For example, thanks to Dennis Quaid in the movie *The Big Easy*, people think every third word out of our mouths is *cher* (the French term of endearment for "dear.") In fact, you'd have to go to Cajun country to hear a litany of *chers*. New Orleans, rather, is full of "Yats." These are people who greet you with the phrase "where you at?" instead of "hello." But the words "you at" are fused together to form "y'at."

Our diets don't consist solely of red beans and rice and shrimp creole. We don't drink Hurricanes with lunch. Our entire adult population does not spend every night on Bourbon Street. We don't all share the political views of Huey Long. And while we enjoy Mardi Gras, we don't sink into a year-long abyss of depression beginning the day after.

That said, I will confess that New Orleans is a city that knows how to party. Count me among those who likes to bar-hop on weekends (hey, I'm still young and single!) My favorite area is Uptown; there are three or four college-aged bars (dives) that I frequent more than others.

It used to be that I would simply check out the usual when entering one of these bars: the females, the beers on tap, the songs on the jukebox, the two teams on the big-screen TV, etc. But since I've been working at Play Meter, I find myself interested in the mix of coin-op equipment available to patrons.

As a rule, I've found that most bars/nightclubs have extremely old, outdated games. At first I figured, "So what? They must be paid for and still earning well. Mind your own business. Get another beer." But as I kept returning to these places, I noticed something that was really pretty obvious: *no one ever plays these machines!*

I asked one of the bartenders about this, and he replied simply," Nobody plays video and pinball anymore. That's old hat. People are interested in other things besides these machines." I thought to myself, "I guess so, you gin-rotted sot! These games look like the ones Beaver Cleaver played, except for the 'new' ones like *Pac-Man* and *Space Invaders*!"

By contrast, another Uptown bar with a similar clientele has crowds swarming around its coin-op games. It's no mystery why: the place keeps up with the latest equipment. The last time I was in there I saw the videos *Tetris* and *Ninja Gaiden* and the Williams pins *Jokerz!* and *Taxi*. The happy customers then, of course, have more reason to stick around longer before going to another bar. That's more business for the bar owner, not to mention the smart operator who placed the best new games in there.

Look at it this way: if you had a jukebox programmed with hits from 1979 and one from 1989, which one would gobble up most of the quarters? Similarly, how long would a video movie store last if it's latest rental titles were *Urban Cowboy* and *Jaws*?

I'm sure the previously-mentioned bars are doing a bang-up business without much help from coin-op. The point is, they could be experiencing increased revenues if the operators would give these locations an infusion of new games. It's a shame to see potentially big locations, with a good base of players seeking entertainment, withering up and dying.

I'm not saying there has to be a battery of driving simulators. Just let the public know that our industry has come out with something new since *Pong*.

Christopher Caire

Christopher Caire
News Editor

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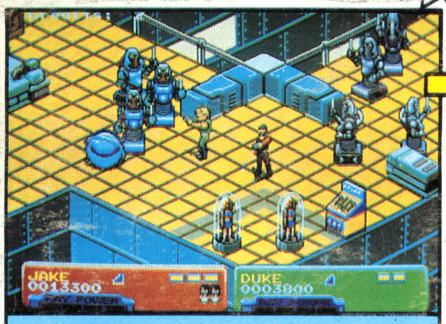
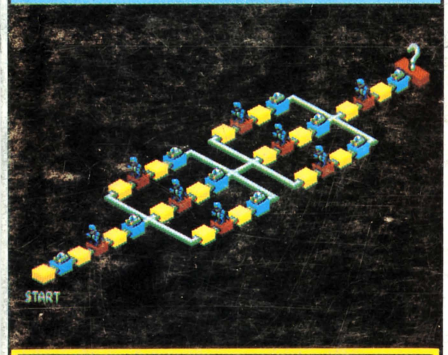


JAKE AND DUKE FIGHT THEIR WAY THROUGH HORDES OF EVIL ROBOTS IN SEARCH OF PROFESSOR SARAH BELLUM



FACTORY MAP OF PLANET X

AT THE END OF EACH FACTORY LEVEL THE HEROES ARE SHOWN THEIR REWARD STATUS.

AT THE END OF THE CANAL ZONE MAZE, THE HEROES WILL CHOOSE ONE OF THREE DOORS TO THE NEXT SECTOR.

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